

How Agencies Train Media Buyers...39

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Karl A. Zollner



MARKETING WORK FILE

William L. Poland



METALWORKING MARKET COUNSEL

Calvin Fisher, Jr.



USERSHIP REPORTS

Edward L. Franke



IMPACT PROGRAM

James K. Gillam



PRESENTATION AIDS

William J. Verschoor



STEEL INTERNATIONAL

William D'Alexander



MARKETING LIBRARY

Harold A. Dennis



IMPACT ISSUE ON AUTOMATION

expect new ideas



INTERNATIONAL MARKETING GUIDE

International marketing help from STEEL . . . complete and marketing information on all major free-market marketing countries. Included are statistics on growth and potential of countries as well as industries, etc. Ask your STEEL Representative for complete details.

SELECTIVE MARKETING CONTROL PROGRAM

Still another new marketing service from STEEL . . . enables you to locate, isolate and appraise specific areas of metalworking by major product (4-digit SIC), employment group, state, county and operations performed. Plants identified by name and address. Available on IBM cards under 3 different options. Ask your STEEL representative for details.

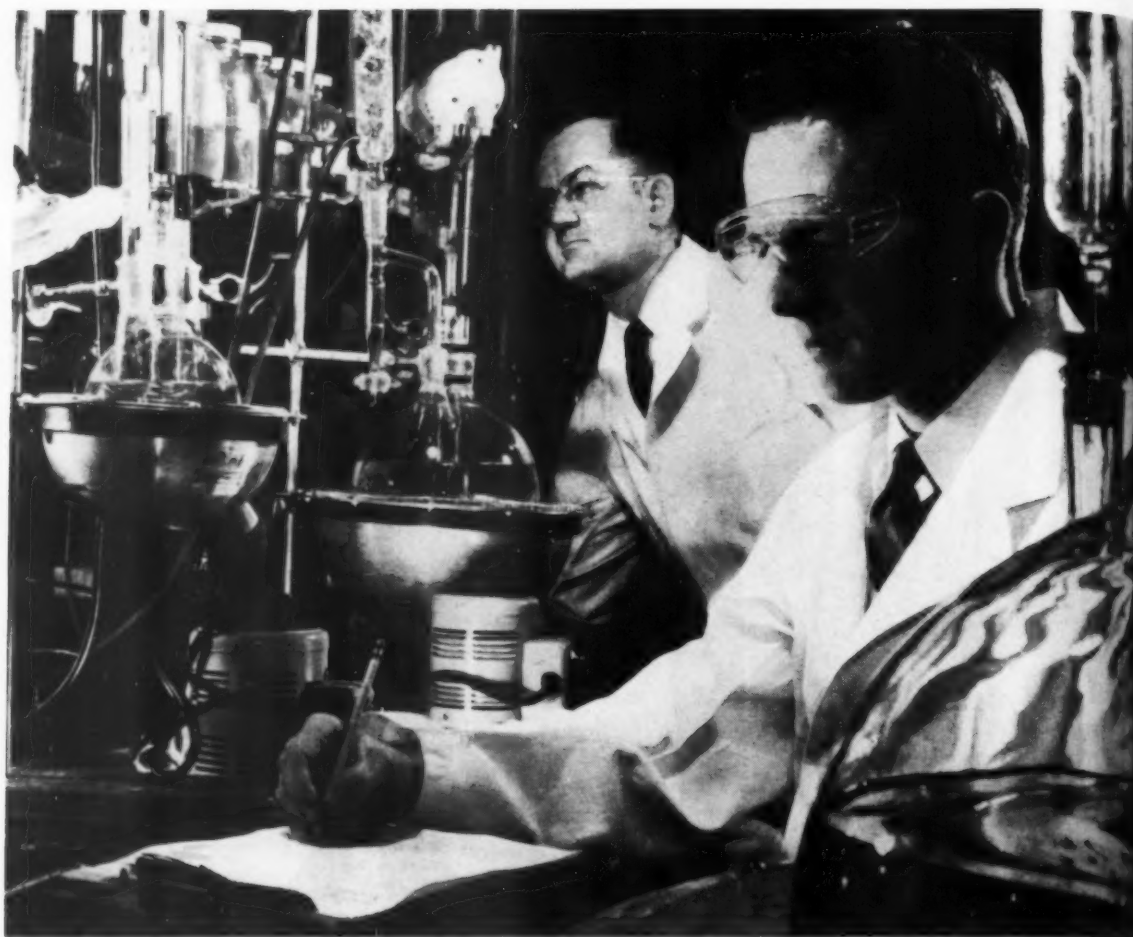
COPY PRE-TESTING SERVICE

Another vital advertiser service from STEEL . . . helps evaluate advertising effectiveness in advance of publication exposure. "On-location" interviews by Harvey Research staff made over industry-wide sample with responsible buying influences who use your product. Available now at modest cost. Check your STEEL representative.



s . . . from **STEEL**

The Metalworking Weekly



The Archer-Daniels-Midland Co. found that Newsweek, among the newsweeklies, reaches customers and prospects most efficiently!

Archer-Daniels-Midland Co., in cooperation with Newsweek, conducted a study of the Minneapolis chemical company's customers and prospects. The results, charted at the right, prove once again Newsweek's efficiency for advertisers.

	% coverage Base: 1,082	cost per mention*
Newsweek	27.5	\$28.17
U.S. News & World Report	18.2	34.11
Time	40.8	34.84

*Based on "Readers within the last two weeks" and 1962 Black & White page rates

Newsweek—by industry's own measurements... the most efficient newsweekly



MEMO to media



Look and/or Listen Before You Buy

If media can learn one lesson from the experiences of this past year it is this: Advertisers are becoming increasingly aware of the importance of editorial and program content in making space and time buying decisions. A publication or station can no longer sit back comfortably on a claim to be No. 1 in a given market. It can no longer rely exclusively on audience and advertising statistics to sell its merits as an advertising medium.

And this is as it should be. As Walter Seiler, president and chairman of the board, Cramer-Krasselt Company, wrote in November Media/scope: "One basic thing publishers and broadcasters have to sell...is editorial or program content...This is what builds and sustains audience interest. This is what determines which way a medium is going - up or down."

It is the vitality and usefulness of Media/scope's editorial content, its exclusive concentration on media matters, that builds and sustains its influential buying audience. Articles in Media/scope are specially prepared for people who buy space or time. Many are written by outstanding authorities in the advertising field. Many - including some of the most important - would never have seen their way into print were it not for Media/scope.

So highly do readers regard Media/scope that many of them keep complete files of articles and issues for convenient reference. Agency advertising buyers - according to the June Report of the SRDS National Panel of Media Buyers - spend more time reading Media/scope than they do with any other advertising publication. And more than 50% of these readers read Media/scope at home.

In 1961, the Annual Media Awards received their widest recognition to date with more entries and greater attendance than ever at the Presentation Ceremonies. And Media/scope's paid circulation - in accordance with our plan to convert all circulation to paid - increased by 952 subscriptions in the first 10 months of 1961.

(Over)

Media/scope pinpoints the planners and buyers in the top 100 advertising agencies with 1,447 paid subscriptions.* Media/scope enables media advertisers to reach an exclusive, concentrated list of advertising prospects with less waste than any other publication in the advertising field. Media/scope offers you editorial vitality and advertiser buyer concentration. Is this not reason enough to consider Media/scope in your planning for 1962?

In the meantime, all of us at Media/scope wish you a Merry Christmas and a Happy and Prosperous New Year.

Cordially,



A. W. Moss
Assistant Publisher

* Media/scope circulation check
a/o 9-22-61

(This insert appears only in those copies going to our complimentary list.)

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WHAT'S AHEAD FOR JANUARY

How Agencies Train Media Personnel—Part II . . . How Frequently Should You Advertise? . . . Prediction Is Essential in Attitude Research by Dr. Donald Kanter . . . How To Make Media Presentations.

COVER

Cartoonist's eye-view of the maze in which media buyers are trained is prelude to report on training practices that starts on page 39.

SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

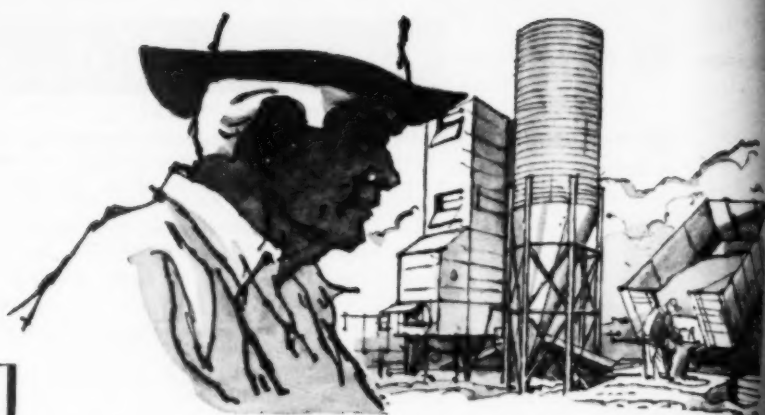
For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.

Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Controlled circulation postage paid at Skokie, Ill. Copyright 1961 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.

“As well
as I
know how
now”—



Old joke. Farmer to county agent: “I ain’t farming half as well as I know how now.” The old joker, if he ever existed, today works in a factory, or is on relief. Because competition and high costs have forced out the half-way farmer.

Farms are larger, represent a greater investment. Farming is steadily changing, requires new buildings, mechanization, efficient operation—and **SUCCESSFUL FARMING**. SF is not only read, but studied, clipped, filed, consulted again and again.

For the volume producer of field crops and livestock, SF is a work manual, crammed with case histories of planting, fertilizer applications, pest controls, silage and crop storage, breeding, feeding, materials handling, barn, pen, and feedlot layouts, marketing, housekeeping. It helps the farmer plan his plan, build and buy better, get better yields from every acre, every building unit, every working hour. It helps the farm family live better.

And because **SUCCESSFUL FARMING** has been helping the country’s best farmers for fifty-nine years, it has earned their confidence and respect—evident in the exceptional reception and response for the advertising in its pages.

With 1,300,000 selected circulation, SF represents one of today’s best class markets. Its farm subscribers earn 70% more than the national farm average. And twelve regional and state editions plus the national edition permit localized, seasonal, and special promotions, dealer support, product and copy testing.

If you want more action from your advertising, use **SUCCESSFUL FARMING**. Details from any SF office.



SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

half as
sted,
tition
ning
tion,
G.



sales manager or design engineer?

READ 33

READERSHIP OF YOUR MESSAGE BY
DESIGN ENGINEERS IS WHAT YOU
WANT, AND GET IN MACHINE DESIGN.

He's a sales manager . . . accustomed to competitive pressure which puts on the "squeeze". To be successful he must keep ahead in *many* areas . . . selling, merchandising, packaging, pricing, market analysis . . . all the while chasing higher sales goals. Nor can the design engineer afford a one-track mind. He must design a better product, find a better component or material or finish, deliver more value at less cost . . . all the while fighting close production deadlines. To make the grade in either field demands keeping ahead in *all* areas. The design engineer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

MACHINE DESIGN

MORE
EDITORIAL
AWARDS

MORE
READERSHIP

MORE
ADVERTISING
PAGES

MORE
READER
RESPONSE

MORE
EFFECTIVE
CIRCULATION

MORE
MARKETING
AIDS



Main Studio at WDBJ-TV. New building is one of the largest and most modern in the South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV BRINGS YOU THE NEWS ABOUT UBEROUS WESTERN VIRGINIA!



New Shopping Centers . . . three of 'em . . . will open in Roanoke this year. New business and industry in the area creates added prosperity.



New Industrial Activity as the Norfolk & Western Railway authorized construction of another 1,000 85-ton coal cars in its Roanoke shops.

The fruitful, fast-growing Western Virginia market keeps making news with its accelerated business and industrial expansion. Win and hold this market with WDBJ-TV, Roanoke, now reaching over 400,000 TV homes of Virginia, N. Carolina, W. Virginia in counties with nearly 2,000,000 population. For thorough coverage and complete merchandising assistance, you're right to use Roanoke and WDBJ-TV.

Ask Your PGW Colonel For Current Availability

WDBJ-TV



Ch. 7



ROANOKE, VIRGINIA

Media/scope, December 1960

MEDIA/SCOPE

Serving the buyers of advertising

Published monthly by
Standard Rate & Data Service, Inc.



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Roger Barton

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EDITORIAL AND BUSINESS OFFICES

PUBLISHING & EXECUTIVE OFFICE
5201 Old Orchard Road
Skokie, Illinois
Yorktown 6-8500—Juniper 3-1333

MAIN EDITORIAL & SALES OFFICE
420 Lexington Avenue
New York 17, New York
Murray Hill 9-6620

PACIFIC COAST OFFICE
Don Harway & Co.
436 N. Central Ave.
Glendale 3, California
Chapman 5-9421

From the publisher's notebook



Issue-by-Issue Improvement

In order to keep pace with the interests and tastes of its readers, a magazine must be constantly self-critical. That is why MEDIA/SCOPE believes in issue-by-issue improvement, rather than in making all changes in one big splash. Readers may care to read a summary of some of the changes that are taking place.

New Art. Beginning with the January 1962 issue, there will be new headings for departments and regular features. These have been designed by George Samerjan in consultation with our art editor, Lincoln Mott. The designs are modern without being extreme, and should make the magazine more fun to read. Mr. Samerjan is an art consultant to business publications and consumer magazines. He recently conducted a large seminar for the Associated Business Publications on the art layout of magazine features and covers.

New Printing and Binding. Since the September issue, MEDIA/SCOPE has been printed at the SRDS plant in Skokie, Ill. The process is lithography rather than the former letterpress, and is more flexible for handling make-up and illustration. Since September the magazine has been bound on the side, with a so-called "perfect binding" that facilitates extracting pages for filing.

New Editorial Features. These include some new themes, some new development of basic themes. One of the latter is *advertising effectiveness*. In this area, Dr. Daniel Starch contributes this month "The Best Frequency for Advertisements." In subsequent months there will be comprehensive round-up studies by the MEDIA/SCOPE staff on frequency in both print and broadcast advertising; *position* in both types of media; *size* of advertisements and *length* of commercials. These studies will be similar in treatment to those on *color* which we published last summer.


The expansion abroad of agency services and advertiser operations will become a regular subject, with emphasis on the buying of international media. A check-list for buyers of international media will be published. Another trend of great importance for our readers is *automation*, and its implications and applications for media buying will be treated in considerable detail.

MEDIA/SCOPE will also publish features that will explore areas for personal improvement of the media buyer. It has completed a salary study; it begins in this issue a two-part study of procurement and training of media buyers; and has prepared a survey on the best ways to make agency media presentations.

Meanwhile there will be constant attention to effective organization of the media function in agencies and advertising firms; exploration of new techniques in planning and buying; and development of data on markets and their media.

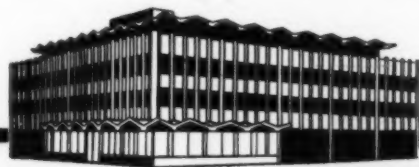
Space will always be retained, however, for the treatment of trends or happenings as they arise, for developments which cannot always be foreseen months in advance.

Walter E. Botthof



A TIME OF RENEWAL

Broadcast House, new four-story home of WTIC TV-AM-FM is the first unit to be completed and occupied in Constitution Plaza, an area of urban renewal which boldly foretells of Hartford's bright future. The challenging opportunity to serve the vigorous, enterprising mind and spirit of the people of Southern New England has been ours for 37 years.



With
that

W

Broad



"THE BROADCASTER"

An original bronze by Frances Wadsworth, was commissioned for the lobby of Broadcast House and symbolizes the act of broadcasting which sows the seeds of service.

"The Broadcaster Suite," an original musical work by Robert Maxwell, was commissioned for the dedication of Broadcast House.

Its premiere performance under the baton of the composer took place on November 27, 1961, following the unveiling of the bronze by Governor John N. Dempsey of Connecticut.

A TIME OF REDEDICATION

With a deep awareness of our history-filled past, we now dedicate ourselves anew to the fulfillment of that greater service which Broadcast House and its facilities make possible.

President

WTIC • TV3 • AM • FM

Broadcast House

3 Constitution Plaza

Hartford, Connecticut

ERIE, PA

Pennsylvania's 3rd City
 ■ Pennsylvania's Fastest Growing Major City
 ■ Pennsylvania's Only Outlet to St. Lawrence Seaway ■ Industrial Wages Consistently Above State Average

Sources: 1950 U. S. Census. 1951 and 1961 Sales Management Survey of Buying Power. Pennsylvania Bureau of Employment Security.

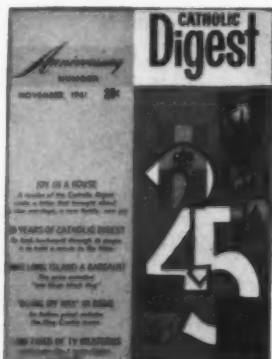
Delivered In Its Entirety By

The Erie Times evening

The Erie News morning

The Erie Times-News Sunday

Represented By The Katz Agency, Inc.



"SPECIAL INTEREST" MAGAZINE OF AMERICA'S FASTEST-GROWING FAMILY MARKET

Total Catholic households are growing twice as fast as all others — over 35% increase in 10 years, compared to 16.6% U.S. average! CATHOLIC DIGEST, over 750,000 net paid, is edited for thorough family reading . . . contains 25 to 30 articles each month from the world's finest magazine, newspaper and book sources. At \$1.75, CATHOLIC DIGEST'S cost per 1000 is one of the LOWEST in the entire magazine field. To sell MORE to more households, get all the facts on this special-interest publication.

CATHOLIC DIGEST

Advertising Office
 44 E. 53rd St., New York 22, N.Y.
 Telephone PLaza 3-0828

Letters from Readers

NO TEAR SHEETS IN TV

MEDIA/SCOPE is one of the finest trade publications I am acquainted with. Every issue delivers useful information, much of it not available elsewhere.

The October issue especially was loaded with several meaty articles which we have clipped for further reference. Among the many, Isabel Ziegler's column, "No Tear Sheets in TV," was decidedly appropriate. The problem she treated is an immense one. The burden is on the broadcaster to find the solution.

A. E. JOHNSON

Vice president, Needham, Louis and Brorby, Inc., Chicago.

STARCH STUDY

Dr. Daniel Starch's article in your September issue ("Measuring Product Sales Made by Advertising") is a mighty contribution to the economics of advertising.

He exposed the results of a 16-years' study begun in July 1944 "to measure the effects of ad reading in terms of product purchases." This is directly in the line of our search for the elusive answer. It gives us more hope than we have derived from other activities in this area of research for a long time.

J. R. VAN ARSDALE

Vice president, The Rumrill Company, Inc., Rochester, N. Y.

CHICAGO MARKET

Congratulations on a most interesting article on "Chicago: The Market and Its Media" in the October issue of MEDIA/SCOPE.

In its emphasis on the high rate of growth in the areas outside the central city, it points up well the fundamental change taking place in all American cities.

Your map on page 55, which graphically shows the limited coverage of both newspapers (the retail trading zone) and outdoor, plus the only slightly larger coverage of television, indicates that radio's coverage is probably much bigger.

It certainly is. At least, the power-

ful radio stations get well out. are seeing increasing values to the use of these big radio stations which are programing with imagination and with extra ability and

Thank you for an excellent magazine with consistently good features

MAURIE WILSON

Vice president and general manager, CBS Radio Spot Sales.

* * *

I have just read with considerable interest the excellent article on the Chicago market. ("Chicago: Market and Its Media," MEDIA/SCOPE Oct. 1961.) All in all, I would like to say that your people have done a very good job of it.

I was, however, quite disturbed to find under the heading of "Outdoor Transit, and Terminal" that no mention whatsoever was made of Catterton Service.

Of the 2,000 cities and towns in which we operate, Chicago is our second largest market. We do a great deal of business with many leading advertisers there including Pepsi-Cola, Coca-Cola, H. J. Heinz, General Mills, Alaga Syrup, National Distillers, and Brown and Williamson.

E. B. DANIEL

Criterion Advertising Company Inc., New York.

Criterion Advertising Company is concerned with three-sheet poster services.

DATED INQUIRIES

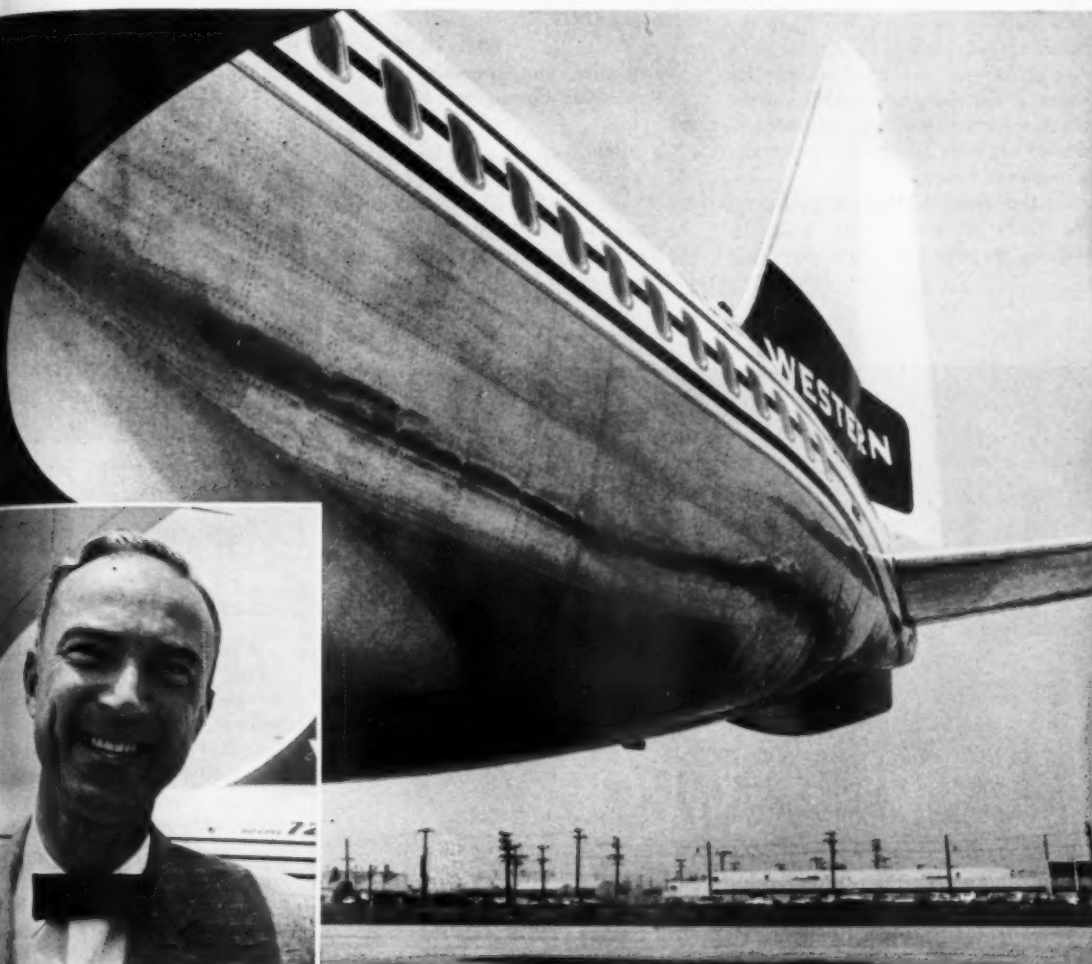
I read with considerable interest the article "Bingo Cards: Good . . . Fast" by William J. Henderson in the October issue. I read MEDIA/SCOPE regularly because I think it's one of the very best business publications and articles like Mr. Henderson's help to make it that way.

We publish three business publications, in each of which we use business reply cards — not bingo cards (the name usually applied to cards wherein the number is circled).

We began recently a practice which, I think, answers specifically the problem that was suggested in the title "Good . . . If Fast." We show on IBM forms that we use to process

(Continued on page 12)

Advertiser: **Western Airlines**
 Problem: **Reaching the West's non-flying population**
 Solution: **National Yellow Pages Service advertising**



WESTERN AIRLINES

Los Angeles • San Francisco
 San Diego

Portland • Seattle/Tacoma • Denver
 Minneapolis/St. Paul • Mexico City

ELECTRONIC RESERVATIONS, 24 HOURS A DAY:
 Call ALPINE 2-8881, or see your friendly
 Travel Agent.

"FOUR OUT OF FIVE PEOPLE HAVE NEVER FLOWN," says Bert Lynn, Western Airlines Ad Director. "First place this prospective market goes for flight information is the Yellow Pages. That's why we advertise in 115 directories, covering our principal cities and adjoining communities."

"When we first advertised in the Yellow Pages, we had a most difficult time contacting individual directories for mechanical sizes, deadlines, etc. But now, with National Yellow Pages Service, we're able to get information we need in two minutes. And — one contact, one contract, one monthly bill will take care of our entire, multi-directory National Yellow Pages Service program."



Sell your ready-to-buys with

(Continued from page 10)

our reader responses the date of receipt of the reply cards from our readers, and the date that this was sent to the manufacturer. We do it this way because we feel that the handling of these inquiries is a special service for the reader. By showing the date, we impress on the manufacturer that this is current, and that it has been processed in literally a matter of hours.

In the upper right-hand corner of the form it also shows how the inquiry is processed: first class, air

mail, etc. When the reader expresses interest in a rush answer or asks for the name of the nearest distributor, or makes some comment to that effect, we send them air mail or by special delivery.

WILLIAM A. WADE

Executive vice president, Stanley Publishing Company, Chicago.

* * *

I would like to congratulate both W. J. Henderson and Jack Ruddy and also MEDIA/SCOPE on the article on bingo cards ("Bingo Cards: Good If Fast" in October M/s) in the cur-

rent issue of your publication. I believe this analysis is exceedingly useful and helpful not only to publishers, but I suspect to agencies and advertisers as well.

CLIFFORD STRONG

Editor, *Air Conditioning, Heating and Ventilating*, New York.

FCC ATTITUDES

I have your October issue of MEDIA/SCOPE, and wish to commend you from the bottom of my heart for the most impartial and honest appraisal of recent FCC actions that I have ever seen.

Your section on the "16 Markets Affected by UHF-VHF Rule" is, as a matter of fact, the only accurate appraisal yet published by a third party in respect to the Commission's actions.

WILLIAM L. PUTNEY

President, Springfield Television Broadcasting Corporation, Springfield, Mass.

READERSHIP IN ENGLAND

MEDIA/SCOPE is so much in advance of any advertising magazine in this country that I insist on all our senior personnel reading it each month. We find that the articles are of such a quality that, even though hardly anything in them relates directly to practice in this country, they are nevertheless very well worth reading.

JAMES R. AUSTIN

Media controller, G. S. Royle Ltd., London.

HOW SPECIALS RATED

In Scope on Media for October the item "How Special Are Specials?" you stated "... special programs on the average rated slightly lower than regularly scheduled shows the same time periods..." (italics mine). This is true without the last five words. Specials as a category rated slightly lower than the average of all regularly scheduled network programs.

When last season's specials are compared to the shows they replaced, specials out-performed regulars 17.3 to 16.4, and the last time period the more the comparison favors the specials.

ERWIN H. ERNST

Director of press relations, A. Nielsen Company.

NOW
a dynamic
new
FORCE
in Atlanta
Television

PANORAMA news coverage

editorial influence

proven personalities

community service

award winning documentaries

adult programming

Overwhelming choice of local TV advertisers!

THE DYNAMIC NEW FORCE
IN ATLANTA TELEVISION!!!

waga·tv 5
A STORER STATION
represented by Storer Television Sales

FULL DISCLOSURE FORM

publication. Howard G. Sawyer's fine indorse-
is exceeding ment of our Full Disclosure Form for
only to pub- Businesspaper Research in the Octo-
o agencies ber MEDIA/SCOPE ("Simple Honesty
and Good Sense") deserves a quick
IFFORD STRONG and appreciative vote of thanks from
oning, Henr all of us here at ABP.
w York.

For years we publishers have been
hit over the head by the buyer on
the caliber of our research. Finally,
we have a means to disclose fully
how the research was conducted and
how the results were presented, but
this form will be absolutely useless
unless the advertising buyers literally
require publishers to make it avail-
able when presenting their research.

We are mailing copies to all busi-
ness paper publishers listed in
Standard Rate & Data Service and to
more than 7,000 agency executives.
We have presented the form to
the Business Paper Publishers' ANA
Committee in the hope that it will
stimulate it to gain industry-wide use.

JOHN B. BABCOCK

Senior vice president, The Associ-
ated Business Publications.

IDEAS FOR FARMERS

I was very pleased to read the item,
"Where Farmers Get New Ideas," in
the Scope on Media section of Octo-
ber MEDIA/SCOPE.

Here at WDMV we have been
aware of the Beal-Bohlen study, and
when we first learned about it, we
were inspired to build an entire farm
merchandising program around it.
I believe WDMV is the only radio
station in America that offers such
a program to its advertisers.

Through this program, as well as
the other services we have inaugu-
rated in the area of farm programing,
we have attracted the following major
accounts: Merck, Smith-Douglass,
Ford Tractor, DuPont, Southern
States Cooperative, Miller Chemical,
Monsanto, and Massey-Ferguson.

ERNY TANNEN

Owner, The Eastern Shore Broad-
casting Company, Pocomoke City,
Md.

The study in question was done by
Drs. George Beal and Joseph Bohlen
of Iowa State College, and shows how
new ideas are disseminated in the
farm field. It is available as Special
Report No. 18 of the Agricultural Ex-
tension Service, Iowa State College,
Ames, Ia.

We Proudly Announce
the Addition of the

Arkansas Gazette.

One of America's Most Honored Newspapers

To the Group of
Distinguished Newspapers
Represented by

SAWYER · FERGUSON · WALKER · COMPANY

New York	Chicago	Atlanta	San Francisco
Los Angeles	Detroit	Philadelphia	



On Boston's T Wharf you could get it wholesale

Big cod, halibut and mackerel — heads, tails and all. But T Wharf is on the way out, going like so much of the old Boston. The Hub's gone modern, and it's gone big — barreling along, busting out from harborside to suburbs.

In this new bustling town, there's a new No. 1 newspaper — The Globe. One reason for The Globe's steady growth to first place in the Hub is its big acceptance among Boston's big families. In fact, in Boston's biggest families (3 or more children), 70% more adults read The Globe

than read the Herald-Traveler. And 32% more than read the Record-American.

A new study of Boston Market newspaper audiences reveals these and other facts extremely favorable to The Globe. Highlights of the study, which was conducted by Carl J. Nelson Research, Inc., in consultation with the Advertising Research Foundation, are available in an interesting new brochure. For a copy of "The Buying Bostonians," call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO



Scope on Media

A LOOK AROUND AND A LOOK AHEAD

COMPARABLE BROADCAST DATA

The Broadcasters' Promotion Association doesn't hold conventions to talk to itself. The station men came to New York and enlisted 20 agency buying executives to tell them how they could help agencies do a better job of station analysis for clients.

In six separate sessions throughout the three-days' meeting, BPA members heard media planners from 18 different agencies ask for more information on audience characteristics, on individual local programs and personalities, and on markets — particularly trends, comparing markets' sales potentials now with what they were last year, or the year before.

A few requests seemed contradictory. But buyers voiced a nearly unanimous plea for comparable information. They asked the station promoters to provide the same items of market and station information, and, where possible, to base this information on the same sources, in the interests of making data comparable from market to market.

SHELL CAMPAIGN

What was the effect of the Shell newspaper campaign? Samuel A. Frey, media director of Ogilvy, Benson & Mather, gave some facts in a talk before the New York Chapter of American Association of Newspaper Representatives — and other data was presented in a Bureau of Advertising film:

- Before the new campaign began, 7 per cent of persons interviewed said they were aware of Shell advertising; one week after the campaign broke, the figure jumped to between 17 and 19 per cent.

- Two-thirds of the 6,129 dealers who expressed an opinion liked the 1961 campaign better than the previous one.

- Shell is still remembered as a television advertiser by 24 per cent of people interviewed; but almost as many (23 per cent) associated Shell with newspapers in the first month of the campaign.

- The ability of long copy to get across to newspaper readers was seen in a negative response of 85 per cent

to the question: "Is there anything about Shell advertising that you feel confusing or not clear?"

Media problems described by Mr. Frey concerned discounts, position, and merchandising. Only 25 per cent of the newspapers to be used had a discount plan in 1960, but now 71 per cent have such a plan. "With 78 insertions a year, we felt we should have anything we wanted," said Mr. Frey in respect to position. The result was that of 12,500 insertions through September, 6,875 were on a back page or the back page of a section. The newspapers exercised great ingenuity in merchandising aids (see Scope on Media, June 1961) in a way that was satisfactory to the agency.

Industry sources doubt that Shell will continue to use newspapers as exclusively as in this campaign, but there can be little doubt that the stratagem of media concentration in newspapers in the campaign described above was effective.

EXTENSION OVERSEAS

An outstanding development of our time is the extension into overseas areas of the activities of U. S. advertisers, agencies, and media.

The basis of this extension is the booming European economy. The new study by the Twentieth Century Fund, "Europe's Needs and Resources," predicts that in 1970 Europeans will be spending nearly 60 per cent more than in the mid-Fifties for food, clothing, home appliances, and travel. It is expected that this prosperity will be expanded by the further development of the European Common Market, whose entry by Britain is held to be certain.

There is already a U. S. international business of more than \$60 billion, and this is expected to rise to \$100 billion by the end of the decade. In 1960 more than \$20 billion of U. S. goods were exported, plus \$8 billion of services and military sales. The value of U. S. industry's direct investments abroad passed \$30 billion, and U. S.-owned plants in other countries produced and sold \$35 billion of goods.

U. S. advertising agencies are preparing to aid clients with overseas interests. In some cases they are buying

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European agencies outright, in others they are merely buying shares in such agencies. In other instances they are establishing their own overseas offices or joining with overseas agencies to establish new joint-venture enterprises. In still other cases they are establishing affiliations with agencies in other nations, sharing with them the commissions or fees from handling advertising originated in this country.

The list of agencies making some or several of these moves within recent weeks includes Batten, Barton, Durstine & Osborn; D'Arcy Advertising Company; Doyle Dane Bernbach; Marsteller, Inc.; Compton Advertising.

The media have also been extending their services overseas. In the next item on this page it is reported that Standard Rate & Data Service and British Rate and Data established jointly last month in France a new directory of media called *Tarif Media*. A second SRDS directory, *Media Daten*, will begin publication in West Germany in January.

The Magazine Publishers Association recently issued a tabulation showing foreign circulation of 15,344,151 for magazines published in the U. S. Magazines published in this country have 12,544,226 circulation for their international editions; foreign circulation of U. S. magazines' regular editions is 2,260,529, and foreign circulation of representative U. S. newspapers and newspaper-magazines is 539,396.

SRDS SERVICES OVERSEAS

Standard Rate & Data Service is extending its operations overseas by launching rate and data services in France and Germany. France's first complete media data service began last month with publication of *Tarif Media*. This new directory, financed jointly by SRDS and British Rate and Data, is published in France under French management. It lists all French media, including newspapers, magazines, radio-TV, motion pictures, exhibits, outdoor, and transit advertising.

A second SRDS directory, *Media Daten*, will begin publication in Frankfurt/Main, West Germany, in January. Both publications will be issued six times a year in the language of the country of issue. Format and layout will be patterned after SRDS domestic directories and their counterpart, British Rate and Data.

C. L. Boththof, president of SRDS, was in Paris for the launching of *Tarif Media* at a conference of some 500 representatives of French media, advertisers, and agencies. He explained: "We have been publishing a rate and data directory in Mexico for the Mexican and Latin American advertising industries for several years. The new French and German directories are further evidence of SRDS's determination to provide the most complete service to advertisers worldwide." He added that the success of the Common Market, the rapid growth

of foreign expenditures for advertising, and a "clear need for a consolidated and integrated rate and data service" led SRDS to establish the French and German directories. He said they constituted the first consolidated and complete service on the Continent.

BUYER-SELLER WANTS (CONTINUED)

A new study of buyer-seller relationships made in the Minneapolis-St. Paul advertising market by the Twin Cities Council of the American Association of Advertising Agencies is, in effect, a continuation of a similar study reported earlier this year for the Detroit area. The previous report was made by the East Central Council of the 4A's, and was covered in *MEDIA/SCOPE* in January and February in two articles by Charles F. Adams, executive vice president of MacManus, John & Adams.

Points of agreement in the two reports include the desirability of media representatives calling by appointment only; preference of buyers for positive rather than comparative media presentations; need for better timing in making media presentations; approval of condensed versions of media presentations to be left with buyer.

There were two significant points of disagreement between the two reports. In Minneapolis-St. Paul the buyers do not object to an extended sales pitch when they ask for information, whereas in Detroit the buyers said they do resent long pitches even when they have asked for information. In Minneapolis-St. Paul the buyers rated business publications as having the best media representatives, whereas in Detroit the buyers said the magazine representatives were tops.

MOVES TOWARD NATIONAL DAILIES

Media buyers see in the addition of a Western edition of the *New York Times* a move that could lead to the development of national daily newspapers, or even to a daily newspaper that is world-wide in scope. It will be printed in Los Angeles and distributed by air throughout the Western States, the type having been set by typesetters operated from New York. This is the same system used since October 1960 to set the type for the *International Edition* that is printed in Paris and flown to distribution points in Europe, North Africa, and the Middle East.

The Western edition will be operational late in 1961, carrying both news (the content of the New York edition excepting local New York City news) and advertising. Rates have not as yet been established, but there will be both combination rates for advertisers using the New York and Western editions and special rates for users of the Western edition only. Although Orvil E. Dryden, publisher of the *Times*, points out that it "will not compete with Western papers for coverage of strictly local news

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and a "dissemination" of features of the West Coast," it will afford advertising competition for Western newspapers, magazine splits, and other regional media.

Currently the New York Times distributes several thousand daily copies in the Western states, and it expects that subscribers in Western States will prefer to shift to the Western edition in order to take advantage of the delivery on date of issue. This will not, however, affect the circulation of the New York edition to any great extent. The Western edition will be a six-day weekday morning paper: no Sunday edition to replace the substantial Sunday circulation of the Times in Western States. Dow Jones & Company, publisher of the Wall Street Journal in four regional editions, will begin publication of an unrelated national Sunday newspaper of general interest on February 4, 1962. It will be produced in Washington, D. C., at first — and later distributed from decentralized printing facilities. Therefore, at the start, there will be no opportunity to buy regionally distributed editions of the new Sunday. Name of the new publication is *The National Observer*. Advertising manager is O. Kuentin DiMari.

ABC BREAKS BY METRO MARKET SIZE

Magazine and farm publication circulation analyses in Audit Bureau of Circulations reports may now be broken in a new way designed better to meet the needs of buyers anxious to match magazine statistics to generally-used market data. In the past it has been mandatory under ABC rules for the publications with circulations in excess of 100,000 to show how much of their circulations fall within certain city-size classifications. Now the publications can continue to show either this kind of a breakdown or a break by county groupings within U. S. Standard Metropolitan Statistical Areas of various component size levels. This way of breaking circulations to metropolitan market groups, it is felt, may more closely match market analyses.

Under the new optional method of breaking circulations, distribution to counties not situated in metro areas will be by county groups based on percentage of total population within them which is urban. The new population group analysis was approved for optional use of member publications by the board of directors of ABC at its October meeting in Chicago.

RATE CARD CONFUSION

In spite of continued attempts of print media buyers to secure clarification of frequency discounts in magazines and business publications, some rate cards are still so confusing that buyers have to resort to special inquiries to find out what they mean. A principal source of confusion is failure of some publishers to indicate what

size units frequency is based on. Is it frequency based on full-page units? Any size units? Any size units down to a minimum of, say, a one-sixth page? Or what?

A buyer in one large agency had to decide between using three spreads or 12 half-pages. From the rate cards of several publications he planned to use there was no way to deduce whether the spreads (being equivalent to six pages) would get a six-time rate or no discount at all being just three units. Nor could the buyer tell whether the 12 half-pages would get a six-time rate (being equivalent to six pages) or a 12-time rate.

Several publishers, including MEDIA/SCOPE, have resorted to specifying frequency discounts in terms of specific units. They have solved the problem for buyers with such statements as: "Full-page spreads or fractional-page facing units are charged at individual unit rates, but are counted as two units for purpose of determining frequency discounts."

PROFILE OF METAL BOOKS

A Media Image Profile of nine metalworking publications, prepared by The Bolger Company, Chicago, delineates the unique image pattern of publications serving a specific industry. Like previous Image Profiles made by this researcher, it describes the personality of publications in the field as viewed by a sample of the publications' readers. Although nine publications were studied, only *Steel* elected to release its part of the study, — the complete results for *Steel* and for *Iron Age*. The report, therefore, gives profile data for these two publications and for the field as a whole.

In the field as a whole, and for each of these publications, the study shows considerable contrast in ratings between various groups of personality characteristics as described by Bolger. The field shows a relative lack of dynamic characteristics, according to readers, but a healthy supply of informative characteristics. The field is rated high in intelligence, but low in extent to which it is unbiased. It is rated as quite friendly, and very high as industry-spirited. Apparently the field served doesn't care how biased its publications are so long as they are friendly and informative to their own field.

NOBODY AT HOME!

Approximately 30 per cent of the time, nobody is at home in an average household in the Richmond, Va., area. The research department of the Richmond *Times-Dispatch* and *The News-Leader* recently issued a modest little report on "not-at-homes" as revealed in telephone surveys in its area from 1956 to 1960, a total of 45,691 calls. Working wives, shopping trips, errands for children, social visits, — these and other factors partially

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empty homes throughout the day and into the night. The average of not-at-home figures for January and June, Monday through Friday, for these years is shown in the following table:

Per Cent of Households Where No One Is At Home			
8 - 9 A.M. — 27.2	3 - 4 P.M. — 34.5		
9 - 10 — 32.1	4 - 5 — 32.0		
10 - 11 — 37.5	5 - 6 — 22.8		
11 - 12 — 39.8	6 - 7 — 16.0		
12 - 1 P.M. — 38.2	7 - 8 — 18.4		
1 - 2 — 38.7	8 - 9 — 21.7		
2 - 3 — 37.9	9 - 10 — 19.1		

FORECASTING TV SHOW POPULARITY

A research group stuck its collective neck out just about as far as it could last month by naming a television show (pilot episodes of which had been shown on the air) as a "sleeper." The show carried the unprophectic name "I Married a Dog"; and was broadcast on August 4 on Westinghouse Preview Theatre (NBC). It was one of 11 pilot films in the series measured by TvQ.

Two regular scores were secured on all 11 films: a Familiarity score (indicating per cent of respondents with any opinion about the program, a measure of awareness), and a TvQ score (indicating the per cent of people who, having indicated awareness, said the show was "one of my favorites"). New shows of this kind always get a low Familiarity score, because they have relatively small audiences. But "I Married a Dog" got a relatively high TvQ of 40 indicating that among those relatively few people who saw it, it was very popular. Next highest TvQ of the pilot films was 30; and 12 of the top 18 TvQ scores for August among all shows measured were no more than 40. (See MEDIA/SCOPE, October, page 114).

On the basis of this finding, Home Testing Institute, which operates TvQ, proposes that more advertisers sponsor on-air tests of program potential. "Conducted in the normal television viewing environment, on-air tests," says Herb Altman of Home Testing, "offer television advertisers another tool for maximizing success." It also points to one-time specials as a situation akin to pilot tests of shows, and points to the first appearance of "Sing Along with Mitch," and a TvQ report on this first show (a special in the Ford Startime series, May 24, 1960). Although the "Sing Along with Mitch" special did not get a top total audience, it did get a top TvQ of 43, comparing very favorably with the next highest TvQ on one of the Ford Startime series, the "Alec Guinness Show," with a TvQ of 32. Eight months later "Sing Along with Mitch" premiered as a regular show in a good time slot, quickly built up a large total audience, and enjoyed a popularity rating among its enlarging audience of 40-plus on TvQ.

"I Married a Dog," in spite of the good acceptance it

got as an on-the-air pilot, is still — as we go to press — only a pilot film. But it may not be for long. The recent TvQ report on the pilot, circulated to a limited number of agency TV executives, has stimulated a sudden amount of interest in it, according to Phil Rapp, who produced and directed the pilot, and whose previous attempts to sell it were turned down by networks and agencies.

Meanwhile, Mr. Rapp and F. Fred Jordan, president of Producers Studio, Inc., Hollywood, who financed and controls all rights to the show, tried developing interest in the show as a feature film. Don Taffner of Paramount reports that it is seriously being considered as a feature movie.

All of this recent activity seems to indicate the extent to which research into audience preferences is entering into the programming of television. Previous judgments of the pilot have apparently been set aside now that the results of a piece of media research have been tabulated and circulated.

STUDY OF INFORMATION NEEDS

The information needs of corporation presidents have been studied in a new way by *U. S. News and World Report*. Personal interviews were made by Benson & Benson, Inc., Princeton, N. J., (with the ARF in consultation on the project) in four cities, calling on presidents who represent a cross section of corporations listed in Dun & Bradstreet.

Through these interviews, data were secured on the relative importance of informational areas to the presidents in fulfilling their broad corporate responsibilities. Then the study examined the extent to which magazines in general are used as sources in these areas of information. Next the study examined the extent to which three news magazines (*U.S. News & World Report*, *Time*, and *Newsweek*) as a group were considered a source. The study finally examined the extent to which each of the publications mentioned above was considered a source.

The study is a means of exposing a particular direction of editorial purpose and accomplishment. It tends to set aside the sponsor for certain qualities of editorial uniqueness for which he strives. With media buyers constantly more alert to the need for studying editorial values (and results achieved therefrom), it seems likely that more studies will be forthcoming that are as direct as this one is.

Among the major conclusions:

- Most important area of information to corporation presidents is economic and business trends and developments.

- Magazines are used as a source by 88.5 per cent of presidents who listed this area as important, and almost all of them said that one or more of the three specified news magazines were used.

A very particular 1,200,000 readers know...

DEPTH

makes
the
important
difference
in this
news
magazine



News today is more than what appears on the surface.

News in depth is necessary to give the reader the full story.

People with important responsibilities must know more than the surface facts of national and world affairs. They are not content to skim the headlines; they want to get at and understand the issues behind important news.

"Depth" reporting and analysis in "U.S. News & World Report" not only tell what happened, but why it happened and what is coming next. Often, this kind of news reporting produces original news—news to be found nowhere else.

The skilled reporters and editors of "U.S. News & World Report" dig deeply and vigorously week after week to answer the key questions that surround the news. Consequently, they come up with the complete news—all the essential information,

all sides of controversial questions.

News in depth is, above all, useful news. That's why the pages of "U.S. News & World Report" attract not just readers, but leaders in business, industry, government, the professions, the community.* They read and think more deeply about the news and its consequences. This news is not of casual interest, but of absorbing concern because it relates directly to them, to their larger-than-ordinary responsibilities, to their immediate and future actions.

This, then, is a magazine whose quality of content is the key to its quality of audience. No wonder more and more national advertisers are spearheading their selling campaigns in "U.S. News & World Report." No wonder more and more of them regard it as...

...the most important magazine of all

U.S. NEWS & WORLD REPORT

"Useful News for Important People"

NOW MORE THAN 1,200,000 NET PAID CIRCULATION

*Non-duplication is an important fact of life in the news magazine field. Busy people seldom have time for more than one. For example, 95% of the combined circulation of "USN&WR" and Time goes to people who subscribe to

only one or the other. In the case of "USN&WR" and Newsweek, the figure is 94%. For the documentation of this waste-less, non-duplicated coverage, ask your advertising agency or our advertising offices nearest you.

An Extra Middleman?

By Herbert Zeltner



VARIOUS BARTER or co-op arrangements in media selling have always existed, to a minor degree, on the fringes of major national advertising efforts. These departures from the normal direct buying and selling arrangement can even become a major strategic tool, such as the film library-spot deals in television several years ago. Such factors as Robinson-Patman and related legislation, together with increasingly sophisticated agency and advertiser standards in buying, have relegated many amateurish or ill-conceived brokerage deals to smaller markets and to fringe availabilities in media planning and buying. But some of these offerings can be of considerable value provided they are viewed and bought with great care.

One type of arrangement — which can place a non-professional in the middleman role between the advertiser and his medium — bears particularly careful watching and discreet handling by the advertiser and his agency. This is the availability that occurs when a local or regional retailer, wholesaler, or distributor buys blocks of radio or television time from a station or stations and then, in turn, sells it to national advertisers.

This particular device is made possible when the broker procures blocks of time — usually with feature film programming in television, and music and news in radio — at costs considerably below rate card or at advantageous bulk and term discounts. The broker can then offer spot locations to advertisers at attractive discounted rates, while securing enough margin himself to provide essentially "free" advertising for his own outlet or service or even to extract a profit from his brokerage activity.

For the station, there are several temptations in a deal of this kind. It can get rid of blocks of less salable fringe time easily and in bulk. It extends the scope of the station's sell-

ing effort beyond its individual sales force and its own national representative. It allies the station with a strong, local business organization which can offer access to new advertisers. It can even help the station out of a program bind if the broker has access to library material at a good price.

Above all, from the station's point of view, it can guarantee against a loss of revenue, or minimize the loss resulting from competitive factors or short-range cancellation.

Dangers to the Advertiser

But there are dangers to the advertiser and his agent in offerings of this type, serious enough to limit severely the usefulness of most of these availabilities, as attractive as they may appear on the surface:

1. The legality of such offerings, when a trade factor is involved, is unclear. If a national advertiser buys time through a retailer or distributor with whom he already does business, he may be violating provisions of the law having to do with equal advertising allowances. Although dummy corporations have been established to circumvent this problem, there is the possibility of risk involved, a risk which might better be avoided.

2. The caliber of both station and availability may be questionable. Although there are certainly exceptions to this drawback, in particular situations, it seems reasonable to assume that choice locations on leading stations in major markets are not normally going to be offered through a resale or barter arrangement. These locations can usually be sold at card rate with little or no trouble. On the other hand, even at bargain rates, the limited audience of a given brokerage buy may be of little value in an overall plan.

3. Further limiting the media values of these buys is the strong

possibility that the advertiser loses control of his location, either because of rotation requirements or pre-emptability by card-rate buyers. If an advertiser has no assurance his spot will continue in a given location for as long as he wants it, he may have to write it off as an integral part of his local market effort.

4. Since the principal training and involvement of the broker is in areas other than media buying and selling, there is the likelihood that the offering may be represented incorrectly by amateurs. Although there certainly would not be a deliberate attempt to misrepresent the availability, still lack of knowledge concerning set-use, ratings, share, seasonal audience patterns, and so on, may lead to misconceptions in the proper scheduling of an effort of this type.

5. The ability to be completely objective in evaluating various spot buys in a given market can be severely damaged because of trade relations problems. It is obvious that the advertiser must carefully consider his relationship with his own retailer or distributor when entering an arrangement of this type or attempting to withdraw. Certainly no one is blatantly going to tie volume purchase or display opportunities to collateral media buy; this can be both illegal and shortsighted. But the fact remains that the retailer or distributor must be cultivated by the advertiser, and this concern must almost always be weighed in the balance.

6. The most serious problem from the standpoint of the advertising agency is the weakening of its hand in regard to relations with the advertiser. If the client can show that he has access to better locations at a lower price than the agency is able to procure through normal representative sources, the client may doubt the agency's buying strength and know-how. After all, the agency's primary responsibility is to secure the best availabilities at the lowest price consistent with approved media strategy.

In light of these problems and the serious repercussions mishandling in this area can cause, it behooves the agency to deal with these possibilities very carefully, and to apprise the client of all the pro's and con's involved whenever an availability of this type comes up.



who "approves" approved outdoor advertising



Everybody!

Because in Approved Outdoor Advertising there is continued adherence to the highest standards of good taste and to the requirements of marketers who insist their message be close to where the sale is made.

That's why Approved Outdoor locations are primarily in commercially-zoned areas — where marketers can effectively use this low-cost medium to drive down today's rising distribution costs.

This is the only kind of Outdoor recommended and sold nationally or regionally by OAI, the national sales organization — the kind located so close to the cash register that it can be the last product-purchase message before the prospect enters the store, tavern or workshop.

Approved Outdoor Advertising plant operators (represented by OAI) learned long ago that marketers and agencies seek locations near or close to the central marketplace and the surrounding shopping areas—not on those parts of the great highways where little or no business is done.

Roadside signs of non-standard size or construction—and signs identifying places

of business—are not a part of the Approved Outdoor Advertising medium. OAI sells only standardized 24-sheet and 30-sheet posters—painted bulletins with or without dramatic embellishments—and spectaculars specially constructed to meet special needs.

If you are alarmed at rising media costs and skyrocketing distribution percentages, we suggest you critically study the recent industry-wide research program delineating markets including reach and frequency of households with the lowest exposure-per-dollar rate in all advertising.

We suggest you take a good look at some case histories that will show an excellent share of market increase where Approved Outdoor was the only variable. An Approved Outdoor representative can be at your desk as early as tomorrow morning. Give us a ring. He'll have the facts why agencies recommend this vital medium to marketers who have to sell every day, all day.

APPROVED OUTDOOR is the smart money answer to today's tough marketing situations and is represented nationally only by **Outdoor Advertising Incorporated**
360 Lexington Avenue, New York 17, New York. MU 2-2800

Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco, Seattle

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That's why Approved Outdoor locations are primarily in commercially-zoned areas—where marketers can effectively use this low-cost medium to drive down today's rising distribution costs.

This is the only kind of Outdoor recommended and sold nationally or regionally by OAI, the national sales organization—the kind located so close to the cash register that it can be the last product-purchase message before the prospect enters the store, tavern or dealership.

Approved Outdoor Advertising plant operators (represented by OAI) learned long ago that marketers and agencies seek locations in or close to the central marketplace and the surrounding shopping areas—not on those parts of the great highways where little or no business is done.

Note: Roadside signs of non-standard size or construction—and signs identifying places

of business—are not a part of the Approved Outdoor Advertising medium. OAI sells only standardized 24-sheet and 30-sheet posters—painted bulletins with or without dramatic embellishments—and spectaculars specially constructed to meet special needs.

If you are alarmed at rising media costs and skyrocketing distribution percentages, we suggest you critically study the recent industry-wide research program delineating markets including reach and frequency of households with the lowest exposure-per-dollar rate in all advertising.

We suggest you take a good look at some case histories that will show an excellent share of market increase where Approved Outdoor was the only variable. An Approved Outdoor representative can be at your desk as early as tomorrow morning. Give us a ring. He'll have the facts why agencies recommend this vital medium to marketers who have to sell every day, all day.

APPROVED OUTDOOR is the smart money answer to today's tough marketing situations and is represented nationally only by **Outdoor Advertising Incorporated**

360 Lexington Avenue, New York 17, New York. MU 2-2800

Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco, Seattle

REPORT to paper and pulp industry ADVERTISERS

IT TAKES A LOT OF ASKING TO MAKE A MARKET STUDY

The manufacturers who supply the paper and pulp mills have a lot of questions to ask about the market. How big is it? Who does the specifying and buying? How do they buy? Why do they buy?

To help answer such questions we make market studies for specific products. Take pumps, for example. Before we could be sure of getting valid information from production executives and engineers in mills, we had to question our questions. So we reviewed the scope and phrasing of our questions with the principals and marketing staffs of a number of pump manufacturers. Then we pre-tested the revised questions with production executives and engineers in mills. Can't be caught with our pumps down on a technical question, you know.

Finally, we sent out a survey to over 150 production executives and engineers in charge of 203 mills representing 19.4% of the production capacity of the paper and pulp industry in the United States.

Well, we sure found out about pumps in mills — who specifies them, what kinds they have, in what proportions, what they look for when they buy them. For example, 20% purchased a specific make of pump because of suitability of design for application while only 9% gave price as the reason for purchase.

OTHER STUDIES AVAILABLE

So far, we have made market studies on: air compressors and valves; air conditioning and dehumidifying equipment; chemicals; conveyors; lubricants; motors; over-the-road motor trucks; paper machine and pulp drying rolls; pipe and fittings; powered industrial trucks; power transmission equipment, lubrication and accessories; pumps; and process instrumentation.

If you're not statistically-minded, that's all right, because the market studies are studded with direct quotes and opinions about what mill men look for in equipment and materials.

Just drop us a line, name the market study you want and we'll be glad to send it to you by return mail.

PAPER TRADE JOURNAL

49 West 45th Street, New York 36, N. Y.

Media/quotes

BEST MEDIA RESEARCH

Qualitative research, properly executed, is better than no research. But we cannot begin to function intelligently until we get the numerical or quantitative dimensions of the qualitative factors. Then we can move ahead and produce the management and marketing decisions that will benefit consumer and producer both.

And, on the other hand, to live on the quantitative side alone without benefit of the ideas and the imagination which are the essence of qualitative research may produce a great quantity of numbers but no meaningful research or problem-solving help. I suspect it may be much more dangerous to be surrounded by a flock of numbers dealing with factors not basic to the problem at hand than it would be to have a series of hypotheses which have not been accurately classified in terms of their numerical importance.—A. EDWARD MILLER, publisher, *McCall's*, before Boston Conference on Distribution.

PROFITABLE DEALERS

One of the great areas of marketing opportunity is the securing and maintaining of more efficient distribution outlets, both wholesale and retail. It is amazing that so many companies have no way of determining who their really profitable dealers are, and no plan to allocate selling effort against dealers in relation to their potential in both volume and profit. For years market analysis has shown that 20 to 30 per cent of the dealers in most lines have produced from 70 to 80 per cent of the sales volume, but little study has been given to the profitability of dealers as determined by volume, number and size of orders, handling costs, and net profits.—DONALD M. HOBART, sr. v.p. and dir. research, Curtis Publishing Co., at University of Illinois.

MINIATURE MASS MARKETS

We have skimmed briefly through some trends. The eighth and last one has far-reaching implications for anybody associated with marketing.

It reflects the fact that our population has become really huge, and it

reflects our increasing level of taste. As taste goes up so does the demand for distinction, — the very opposite of "mass." And it reflects a growing ability to pay.

We label this the trend to miniature mass markets.

This, we think, is a threatening trend. We expect that all of us are going to become increasingly involved with it in the next several years. We will be thinking increasingly in terms of the miniature mass markets.

There are special markets within markets now.

Baby foods are, of course, an obvious example, a specialized market for canned foods within the food market.

The growing population above all is another, now big enough to make specialization in this area possible and profitable for some lines.

I can't help wondering if there is a wide open opportunity to serve the small, to think in terms of the miniature mass markets.—NORMAN J. McMILLAN, v.p., N. W. Ayer & Sons before Marketing Executives Club, New York.

WHAT A MAGAZINE STANDS FOR

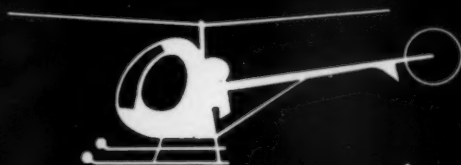
I do not believe that a magazine can be built primarily to sell advertising and remain a great advertising medium. I think a magazine has to stand for something, and I believe that best magazines reflect a great editor and what he individually happens to stand for. And I happen to think that a magazine has to stand for something beside dazzling graphics and jazzed-up typography.

The *New Yorker* has consistently refused to play the numbers game yet I believe that even its competitors will concede that it is a great advertising medium.

Holiday could have become a glassy, oversized *National Geographic* but it chose to build an individuality of its own.

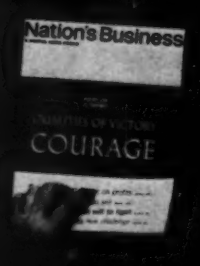
Look over the magazine you are selling. Try reading it as a subscriber might. Then close your eyes and try if you can visualize the kind of people who might like to read it; visualize them as people, not as faceless millions, not by the price of the magazine.

(Continued on page 22)



GOING PLACES

Hughes Tool Company's Aircraft Division promotes its new "compact" 269A helicopter to business executives on the basis of lowered costs for increased mobility. Hughes advertises to 750,000 mobile on-the-move businessmen in Nation's Business to reach officials in giant corporations with heliport facilities; and the hundreds of thousands of owner executives in medium-sized firms, whose competitive pace requires fast personal transportation. Purchase of corporate aircraft requires a top-level management decision . . . and 8 out of 10 of Nation's Business readers are top management executives; highest concentration of influential officials of any business or news magazine. If you have aircraft . . . or any other business goods or service . . . to sell to the business market, sell the whole market: the 750,000 businessmen with authority to buy who read



Nation's Business WASHINGTON/ADVERTISING HEADQUARTERS - 711 THIRD AVENUE, NEW YORK 17, N.Y.

(Continued from page 22)

homes, by their car and a half, or their income bracket, but by the kind of people they are. Because if you can tell me the kind of people they are I can make ads for your magazine that will work. And that will be good business for both of us.—DRAPER DANIELS, exec. v.p., Leo Burnett Co., before Magazine Promotion Group, New York.

INFORMED REPRESENTATIVES

Mr. Salesman, you may be good now, but you're going to have to become an even better informed representative of your publication. I know I'm going to demand more specific information, more uniform methods of comparison, and more substantiation of claims. Men on my side of the desk are being forced to make a more careful evaluation of competing media, and to present better reasons for their selection, because we will

never get all the money we need to do the job at hand. I know my management will keep one eye on expenditures and the other on results . . . and results will be measured in terms of profits, not dollars spent.—W. E. SCHNEIDER, advtg. and sls. planning mgr., La Salle Steel Co., before T. F. Club of Detroit.

HIGHWAY HYPNOSIS

There are still many people who believe or, at least, profess to believe, that outdoor advertising signs cause automobile drivers to shift their gaze from the highway to the signs and that this distraction constitutes a traffic hazard. There is not a shred of evidence to support this belief. The testimony of expert ophthalmologists and the objective Michigan and Iowa studies with which you are all familiar demonstrate conclusively that outdoor advertising signs not only are not a cause of traffic accidents but that they actually help to reduce accidents by counteracting highway hypnosis.—HOWARD K. MENHINICK, prof. of city planning, Georgia Institute of Technology, before OAAA, Hollywood-by-the-Sea, Fla.

ADVERTISING—THE FIRST ESSENTIAL

I suspect that you and I — being less sophisticated — look at advertising differently from the way these people do. I regard it as the first essential in any economy based on competition and freedom of choice. I believe that it brought the bathroom in from the backyard, put the medicine cabinet in the bathroom, and put the toothbrush in the medicine cabinet. I believe it freed our women from drudgery, and lifted all of our living standards beyond anything the world has seen — or is likely to see again.—CHARLES H. BROWER, pres. Batten, Barton, Durstine & Osborn, Inc., before the Economic Club of Detroit.

MORGAN DUFFY PROMOTED

J. Morgan Duffy, MEDIA/SCOPE district manager for New York and New England, has been promoted to Eastern advertising manager. Prior to joining MEDIA/SCOPE, he was for 14 years with *Progressive Grocer* in sales and in charge of special projects.

FORT WORTH STAR-TELEGRAM
4th IN THE
NATION IN
RETAIL FOOD
LINAGE

7th in the nation in FOOD ADVERTISING, including retail grocers — groceries of department stores — general foods — according to Media Records for 1960.

23.6% OF ALL
TEXAS FOOD
BUSINESS IS DONE
IN THE 100-COUNTY
FORT WORTH
MARKET



What's the primary reason for the Star-Telegram's leadership in this particular category? It's simply this: Food advertisers are aware of the Star-Telegram's concentrated coverage of Metro Fort Worth and the great 100-county Fort Worth Market . . . where 23.6% of ALL Texas food business is done.

Sources: Media Records, Sales Management

FORT WORTH STAR-TELEGRAM

Amen B. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"



The Impresario and all he stands for still exists, although his more glamorous trappings—flowing cape, ebony stick, and silk top hat—are no longer much in evidence. At the CBS Owned Radio Stations his great showmanship goes on: finding and encouraging new talent... developing and putting on the exciting kind of shows people tune in to hear.

Take WBBM Radio in Chicago, for example. Every week more than fifty singing stars, musicians and entertainers present 35 live music shows. That means hours of rehearsals every day with a large professional staff of script writers and directors. Enough work and worry to stagger the imagination of the most ambitious impresario. Why bother? Because people know the difference between live and canned, and they want the excitement and fun of *live* entertainment, imaginatively created and presented. They have shown their preference by consistently tuning in to WBBM for live showmanship radio.

Such programing is typical of the *idea radio* you find only on the CBS Owned Radio Stations. It's entertainment for adults—music, clever talk, interesting information.

No wonder that the CBS Owned Radio Stations reach *more people* than any other group of stations*... and more people who are tuned in to *listen*.

THE CBS OWNED RADIO STATIONS

WBBM CHICAGO, WCBS NEW YORK,
WCAU PHILADELPHIA, WEEI BOSTON,
KROQ ST. LOUIS, KMX LOS ANGELES,
KCBS SAN FRANCISCO.

REPRESENTED BY CBS RADIO SPOT SALES.



*Source: Pulse Annual, 1960; Sales Management, 1961

Men of the Month in Media

Bristol Wins First Paul West Award

Lee H. Bristol, chairman of the board of Bristol-Myers Company, took the members of the Association of National Advertisers on a nostalgic tour of the early history of ANA, at the as-



Bristol-Myers' Lee Bristol: His career spans the history of ANA.

sociation's recent meeting at Hot Springs, Va. The occasion was the presentation to Mr. Bristol of the first Paul B. West Award, named in honor of the late Paul B. West, who was president of ANA from 1932 until his death last year.

In accepting the award, Mr. Bristol, who has been associated with the ANA almost since the beginning of his career with Bristol-Myers in 1924, recalled that the association in the 1920's was composed of advertising managers "whose principal preoccupation was crabbing with agencies about the 15 per cent commission and quarreling with media about their rates and circulations."

Mr. Bristol commented on the enormous growth of ANA's scope since then, and recalled that the association either founded, or jointly founded, such organizations as the Cooperative Analysis Bureau, the forerunner of all broadcast auditing; the Traffic Audit Bureau, which still actively measures outdoor traffic flows; the Advertising Research Foundation; the Controlled Circulation Audit Bureau, now the Business Publications Audit of Circulation; and the Advertising Council.

It is principally for Mr. Bristol's work in the last-named group that he received the West Award. Mr. Bristol was among the men who, during World War II, founded the Advertis-

ing Council. He has been a director ever since, and currently serves as chairman. In his citation for the award, Roger Bolin, outgoing chairman of ANA, stated that "Mr. Bristol's work on behalf of the Advertising Council is probably one of his most notable activities. The Council is one of the most effective public service efforts in the nation."

Lee Bristol, one of three sons of William M. Bristol, founder of Bristol-Myers, joined the company in 1924, after service with the Bishop Calculating Recorder Company, and the U. S. Navy during World War I as an aviator.

He began his career with Bristol-Myers as advertising manager, and was elected a vice president in 1928, executive vice president in 1945, and president in 1949. In January 1958, he assumed the post of chairman of the board. Mr. Bristol was one of the founders of ARF and the first chairman of its board of governors.

Mr. Bristol served as a director of ANA from 1927 to 1939, and it was during his term as chairman in 1931, that Paul West was engaged as managing director of the association.

Boggs Heads ABC In Crucial Year

Next year promises to be interesting for the Audit Bureau of Circulations' new chairman, Robert W. Boggs, manager of advertising for Union Carbide Plastics Company. The ABC,



Audit Bureau's Robert Boggs: An industrial advertising man at the helm.

for more than 45 years the bulwark of print buying, is undergoing pressures that may force it to make

some fundamental changes in the way it reports basic and important circulation facts.

On the magazine front, economic pressures and increased competition have pulled some publishers over to the support of advertisers who have been urging more informative reporting and tighter restrictions on magazine pricing. For example, Curtis Publishing Company recently proposed that subscriptions qualify as paid circulation only if they are sold at half the newsstand cover price or more (the present rule relates only to the basic subscription price). At the recent meeting of the Association of National Advertisers, William Steers, president of Doherty, Clifford, Steers & Shenfield, foresaw a new tightening of ABC regulations, which would require publishers to tell more about their circulation methods and the income they receive from sales.

At the other end of the scale, more and more emphasis is being placed on newer methods of measuring the magazine audience and advertising effectiveness; this implies a lessening dependence on ABC.

In newspapers, the increasing sophistication of marketing techniques is forcing a re-evaluation of city zone reporting of circulations. Advertisers would like to see circulations reported in conformity to commonly used sales areas, rather than corporate city limits.

With the new measurement of unpaid circulation, the ABC business paper statement has undergone a fundamental change, reflecting new needs of both advertisers and publishers.

Business publications is the sector of ABC that Mr. Boggs is most familiar with, although he is understandably reluctant to make any predictions as to the direction the bureau will take in the coming year.

Mr. Boggs was with Union Carbide & Carbon for some 35 years. He was trained as an architect and engineer at Cornell University, from which he was graduated in 1926.

His first job at Union Carbide was as a technical writer for an external house organ. Before he could get properly started, he was put to writing technical advertising copy. He has been in one phase or another of advertising ever since. Three years ago he was promoted to manager of advertising for Union Carbide Plastics. He directs a staff of 36, which turns out a variety of technical literature.

5

reasons

WHY



your next
food
campaign
should
appear
in
Grand
Rapids

1 TOP FOOD SALES: Grand Rapids families eat well. They spend 22% more money per capita for groceries than the average family in Michigan and 33% more than the U.S. average.*

2 HIGH INCOME: Per household income for Metropolitan Grand Rapids is \$7,010—well above the U.S. average income per household (\$6,723). On a metropolitan county basis, Grand Rapids is the 4th leading area in the country in the 300,000 to 400,000 population group.*

3 UNEXCELLED TEST MARKET: According to Sales Management and Selling Research, Inc., Grand Rapids is one of the best test markets—ranking 4th in the nation among cities most frequently used for product testing. Diversity of industry, isolation from other metropolitan centers, and ease of advertising coverage make Grand Rapids an ideal test market for food products.

4 BUYING HEADQUARTERS: This city is the buying and distribution center for the vast 23-county West Michigan market, an area accounting for annual food sales of more than \$320 million. Buying for A&P, Kroger, Spartan Stores and all other major chains is done in Grand Rapids or near vicinity.*

5 COMPLETE NEWSPAPER COVERAGE: A single buy . . . The Evening Press . . . reaches almost 9 out of 10 homes in the Grand Rapids City Zone at one of Michigan's lowest milline rates.

*Sales Management "Survey" 5-10-61

Ask your Booth Michigan Newspaper representative about the advantages of advertising in **WONDERLAND MAGAZINE** . . . the tabloid magazine for all of West Michigan, appearing each week in The Sunday Press.



THE GRAND RAPIDS PRESS

EVENING • SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper



LET'S FACE IT.... *by Volpe*



*The speaker was Cassius . . . the play was Julius Caesar . . . the author was the greatest dramatic poet the world has ever known. Who is he?

"...BESTRIDE THE NARROW WORLD LIKE A COLOSSUS"

With circulation gains for nine consecutive years, Herald-Express circulation now totals 393,215*. An alert news staff and a progressive editorial policy has built solid reader confidence and a strong reader responsiveness.

The largest evening newspaper in Western America and the No. 2 Daily in America's No. 2 Market offers you a market bigger than Milwaukee and Boston combined! Put this colossal sales-getter to work for YOU . . . in '62.

*Publisher's ABC statement for 6 mos. ending Sept. 30, 1961

Los Angeles Evening

HERALD-EXPRESS

Largest Evening Newspaper in the West

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT



Media/scope, December 1961

ANNUAL MEDIA AWARDS

ANNUAL MEDIA AWARDS are established by MEDIA/SCOPE for accomplishments in the calendar year 1961.

PURPOSE of these Awards is to encourage creative thinking toward the more efficient selection and use of advertising media.

NATURE OF AWARDS: There will be three classes of awards:

Class 1. Public Statements. To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document.

Class 2. Media Research. To an individual or organization for a significant contribution to media research which has served to improve the delineation of media or their markets.

Class 3. Media Technique. To an individual or organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily the complete plan.

NATURE OF ENTRIES: Entries should be documents, research, or techniques that were produced in the calendar year 1961. They may relate to any advertising media.

THE AWARDS: There will be five awards in each class. For the principal award in each class there will be a Bronze Plaque. For the secondary awards there will be Certificates of Merit.

PRESENTATION: Presentation of Awards will be made at an annual luncheon in April.

JUDGING OF ENTRIES: Winners of awards will be chosen by panels of judges chosen from the advertising business.

ENTRY REQUIREMENTS:

1. Entries may be submitted by an interested person or organization, in his own behalf or in that of another. An applicant may submit as many entries as he desires, provided a separate entry form is used for each. The entry blank printed on the reverse of this page should be employed or a facsimile thereof.
2. *Date.* All entries must be submitted by February 1, 1962.
3. *Place.* Entries should be submitted to: Executive Secretary; Annual Media Awards; c/o Media/scope Magazine, 420 Lexington Avenue, New York 17, N. Y.





ANNUAL MEDIA AWARDS

Official Entry Blank

TO:
Executive Secretary
Annual Media Awards
c/o MEDIA/SCOPE Magazine
420 Lexington Avenue
New York 17, N. Y.

Date _____

1. This entry is submitted for consideration for an Annual Media Award in *Class No.* _____

2. The *nominee* is

(NAME OF INDIVIDUAL OR ORGANIZATION)

(IF AN INDIVIDUAL, HIS COMPANY AFFILIATION)

(CITY AND STATE)

(NATURE OF BUSINESS)

3. The *accomplishment* for which the nominee deserves an award is as follows:

4. *Supporting* data that will help the Judges determine whether or not this accomplishment deserves an award is attached. (Attach as much supporting information as possible, including copies of addresses or articles; published media research reports; evidence of originality in media techniques as shown by advertisements, schedules, press clippings, or other documents.)

5. My name is:

(NAME)

(COMPANY)

(ADDRESS)

Cosmography Brought Down to Earth

WE LIVE, we have it on reliable authority¹, on one planet of one star of some two billion in our (that's the editorial our) galaxy. These stars are billions of miles from each other. There are some billion similar galaxies which are quadrillions of miles apart. Between is space, probably empty.

Our earth is about $1/2,000,000,000,000,000,000$ of the works.

That seems to be a suitably self-effacing framework for our next observation.

Only one station in television markets of three stations or more, U.S.A., Planet Earth, Our Star, Our Galaxy, surveyed by an equally reliable authority², had more than 50% of BOTH total homes and metro share. That station was WMT-TV, Cedar Rapids-Waterloo, CBS Television for Eastern Iowa, represented by The Katz Agency, Inc., affiliated with WMT Radio, K-WMT, Fort Dodge; WEBC, Duluth. How do you express that as a fraction of $1/2,000,000,000,000,000,000$?


¹Hubble Atlas of Galaxies.

²ARR, June '61.



Concentra

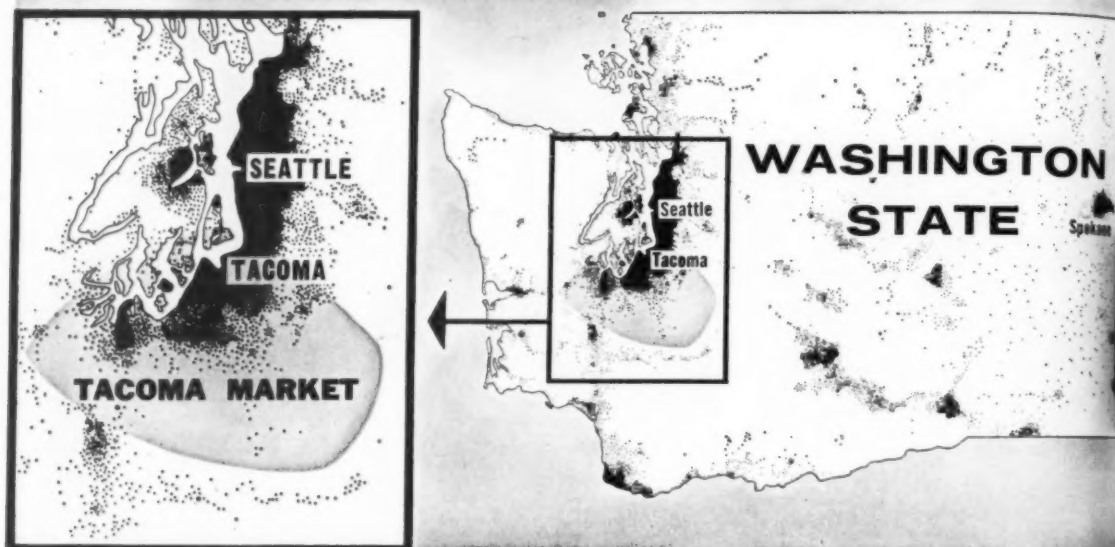
The sign
on that
sion of
good c
advert
value



The signs are everywhere that 1962 will be a year of exciting sales opportunities. Concentrate on that! / Consider how important it will be for your company to make the best possible impression on your most important customers and prospects. Can your salesmen ever make too many good calls? Can your advertising ever be too effective, too impressive? / Resolve to get your advertising dollar's worth. Insist that your advertising get the attention it deserves, return full value for your creative investment. It will in Fortune. **FORTUNE** gets results.

Look where the people are!!!

● Each dot represents 100 people (Map based on 1960 census)



TACOMA - Washington's second market

The heaviest concentration of population and buying power in the State of Washington is centered in the Puget Sound region. The rich Tacoma market occupies the southern portion of this area. Second only to Seattle in size, it is a compact and densely populated market with a separate and distinct identity. Only one newspaper covers it completely—the Tacoma News Tribune.

This is the Tacoma Market (Trading Zone)

Population	468,376
Households	133,389
Effective Buying Income	\$965,642,641
Retail Sales	\$551,276,532
Food Sales	\$135,541,293
General Merchandise	\$ 67,498,409
Drug Sales	\$ 18,418,721
Automotive	\$ 89,516,645

SOURCE: Standard Rate & Data Service

This is the Tacoma News Tribune

Among the 26 daily newspapers in Washington State, the Tacoma News Tribune is number 2 in total advertising linage and is also number 2 in circulation among evening newspapers in the state. In the Tacoma market the News Tribune delivers more than 87,000 circulation . . . more than three times the combined circulation of Seattle dailies in the same area.

TACOMA MARKET NEWSPAPER COVERAGE

	City Zone	County Zone	Total Market
TACOMA NEWS TRIBUNE	85.7%	84.9%	61.2%
Seattle evening newspaper	.7%	1.5%	2.8%
Seattle morning newspaper	11.1%	13.6%	15.9%

THINK TWICE ABOUT TACOMA

TACOMA NEWS TRIBUNE

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

Media/forum

QUESTION:

What part does media selection play in your clients' marketing plans?

ROBERT D. TOWNE, president, W. L. Towne Company, Inc.—In marketing industrial products, we believe in drawing up the basic marketing plans — independent of media selection — and then picking the media to fit the plans.

It keeps the horse before the cart, and can be done with confidence because media with the right editorial direction and

circulation can almost always be found. Pity the poor orphan, — the product or sales idea for which you cannot find a medium that economically (stress *economically*) pinpoints the desired market. It's a tribute to the business paper industry that we have relatively few such orphans.

EDWARD M. MEYERS, president, Edward M. Meyers Associates, Inc.—The marriage of marketing and media is of tremendous importance in men's apparel advertising, a specialty of our agency. Budgets in men's wear are relatively low.

Therefore, our targets — the retailer and the consumer — must be hit with maximum effectiveness. Our clients

must sell the retailer first. The publications we use must reach store presidents and merchandise managers throughout the country. Consumer playback comes when the local retail advertising and the national advertising break at approximately the same time. Media are therefore chosen to give the consumer some impetus to move toward the retailer. Our approach is to buy large, important space in media that give our clients' salesmen the maximum

amount of merchandising support, rather than smaller space in larger circulation magazines.

LOU KASHINS, president, Lou Kashins Advertising.—When we select media we naturally select specific audiences. While direct mail, personal selling, and media form the ideal rounded program, and are inseparable for the total job, pinpointed media selection has a unique advantage over the other two selling methods; the advertisement has our prime prospect's attention in "his own" publication. He's all attention there. My own agency is alerted to the pitfalls of attempting to talk to a general parade in too wide a market on too narrow a budget. Accurately-aimed media selection picks out that smaller, but infinitely more appropriate market segment. I know of no better way to get our clients' messages through in bull's-eye fashion.

MORTON J. CHALEK, executive vice president, Chalek and Dreyer, Inc.—As marketing problems become more and more complex, media are sore pressed to keep pace. The spate of regional editions of national publications echoes the continuing need for greater media flexibility. Today's advertiser and his advertising agency make a more penetrating analysis and evaluation of media than ever before, because media give us much more selectivity and adaptability to conform with marketing plans and problems.

USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—1,223,228

Playboy's December issue topped the million mark in copies sold on the nation's newsstands . . . the first time any 50c-or-over magazine has done so. Average monthly sale for six-month period ending 6/30/61—1,223,228. Playboy has more than 256,000 regular subscribers. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

28.8 is the median age of Playboy's male readers. 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,628.

MARITAL STATUS

26.5% of the heads of Playboy households have been married within the past five years, second highest percentage of newlyweds reported for any magazine.

URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, third only to The New Yorker and Ebony among all national magazines. (ABC 12/31/60.)

APPAREL

34.3% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

84.3% of all Playboy households own a still camera. 24.4% own a movie camera, 16.2% own a movie projector, and 21.0% own a slide projector.

TRAVEL

24.9% of Playboy households spent over \$200 on business travel during past 12 months. 38.5% spent over \$200 on vacation travel.

AUTOMOBILES

54.6 automobiles were purchased by every 100 Playboy households during the past 12 months. This is the highest figure reported by Starch for any magazine. 4.2% of Playboy households own three or more automobiles, highest figure reported by Starch for any men's magazine.

TOBACCO

69.9% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

87.0% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 80.2% of all Playboy households drink or serve beer. 56.9%—wine, and 77.1%—whiskey . . . all three highest of any men's magazine.

INSURANCE

26.7% of Playboy households purchased (more) life insurance during the past 12 months, second highest percentage reported by Starch and a characteristic of the responsible stability of the Playboy reader.

APPLIANCES

74.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months, highest rating of all Starch-surveyed magazines. 53 of every 100 of these units were acquired for the first time . . . second highest rating reported by Starch. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

25.2% of Playboy households acquired a new radio and 13.7% acquired a new phonograph within the past 12 months. 17.1% acquired a new TV set, second highest of any magazine in the Starch report.

RESPONSIVENESS

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/8 page ads in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/CI 5-2520
232 E. Ohio/Chicago/MI 2-1000

A SPECTACULAR NEW MASS-MARKETING MEDIUM HAS GONE TO WORK FOR AMERICA'S ADVERTISERS. HERE IS AN INVITATION TO ADVERTISERS AND AGENCY MEN* TO KEEP IN CONSTANT TOUCH WITH THE NEWS AND DEVELOPMENTS IN THE EXPLODING FIELD OF NEWSPAPER COLOR PREPRINTS

December will see the first issue of *The Preprint Newsletter*, a monthly bulletin of news and information about what's happening, both here and abroad, in advertising's exciting new mass-marketing medium—Newspaper Color Preprints.

It's only three years since the first Preprint (designed by Young & Rubicam Inc. and known as "Hi-Fi Color") jumped out of the black-and-white pages of a New York newspaper, in all the glory of a full-color magazine advertisement.

Preprints are making news every day. New advertisers are trying them. New merchandising ideas are exploiting them in the stores. New production techniques, readership reports, advertiser case histories—every angle of this new

medium that America's advertisers and their agencies will want to be watching in 1962, will be covered in this monthly newsletter. And each month's letter will include a city-by-city, product-by-product, Media Records Inc. report of current Preprint lineage.

This monthly newsletter will be published and distributed as an industry service, by PREPRINT CORPORATION, the company formed to guide the development of this new medium, and to service advertisers and agencies in using it most effectively.

Advertiser and agency executives, as well as newspaper executives and their national representatives, are invited to write on their business letterheads, to insure their inclusion on *The Preprint Newsletter's* mailing list. Please contact Mr. Bruce Logan, Vice-President.

*Newspaper men, too, of course.

PREPRINT CORPORATION

305 EAST 46th STREET
NEW YORK 17, NEW YORK • PLAZA 1-2050



"STARCH"-ED STANDOUT!

23 FIRSTS* FOR SEVENTEEN!

Outstanding? You said it! Starch says it, too. In no uncertain terms. Latest Starch Adnorms Report shows ads in SEVENTEEN receiving far more attention than those in 14 other comparable magazines. Why? The 5-billion dollars the teen-age girl spends annually. At the acquisitive age, she wants everything she sees...sees everything she wants...in SEVENTEEN. Because SEVENTEEN is devoted to her, and vice versa, it's the magazine she believes in and lives by—the *ONE* magazine that covers the Youth Market. That's why advertisers place more lineage in SEVENTEEN than in any other monthly magazine for women.

*Out of 27 comparable categories



It's easier to **START** a habit than to **STOP** one! SEVENTEEN MAGAZINE, 320 Park Ave., N.Y. 22 • PL 9-8100

TODAY IN CANADA...



241,689 people*
will
read

THE HAMILTON SPECTATOR

will they get your sales message?

No doubt about it—Hamilton represents a healthy slice of Canadian buying power . . . and a market you can't afford to miss!

Hamilton has money to spend, too. Personal disposable income has reached a gigantic \$667,100,000—more than the combined total of Halifax, Kitchener and Regina. Retail sales have surged to a new high of \$433,400,000.

To get right to the heart of this vigorous metropolitan area of 373,000 use The Hamilton Spectator

—the paper that gives your sales message more impact because it's the paper Hamiltonians buy from!

Circulation 103,885 A.B.C. September 30, 1960
*15 years of age and over

You get action when you advertise in
THE HAMILTON SPECTATOR
A Southam Newspaper

The Southam Newspapers are:

THE OTTAWA CITIZEN

THE HAMILTON SPECTATOR

THE WINNIPEG TRIBUNE

THE CALGARY HERALD

THE NORTH BAY NUGGET

THE EDMONTON JOURNAL

THE MEDICINE HAT NEWS

THE VANCOUVER PROVINCE

(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

How Agencies Procure and Train Media Buyers

Part One of Two



- *Recruiting from colleges gets little attention.*
- *Mail room apprenticeship less popular.*
- *Screening of personnel assumes psychological tinge.*
- *Ability to communicate valued highly.*
- *On-the-job training stressed, often in estimating or media analysis.*
- *One agency puts trainees in outdoor checking force.*

MEDIA DIRECTORS of the top agencies say they pursue a firm policy of promoting from within. Nevertheless, the merest glance at the personnel notes in the advertising press reveals that there is a constant coming and going of buyers, supervisors, and associate media directors among the agencies. Norman, Craig & Kammell, in re-aligning its media department, gets buyers from McCann-Erickson, Kenyon & Eckhardt, Grey, BBDO. Since the beginning of the year, Bates has drawn men from at least seven agencies. Thompson has hired from McCann and Norman, Craig; Young & Rubicam picked up a buyer from Sullivan, Stauffer, which in turn hired out of Lennen & Newell, McCann, and Guild, Bascom. BBDO within this year has picked up media personnel from Esty; Guild, Bascom & Bonfigli; Benton & Bowles; Beyer, Morey, Madden & Ballard, and Grey.

A great many buying and supervisory jobs—perhaps the majority—are filled from within the organization. But the ideal of a smoothly flowing pipeline, in which every opening from media director on down can be instantly filled by intelligent, articulate, highly skilled executives trained in the agency's way of doing things, is far from realized.

No Tradition of Apprenticeship

Why this should be so may best be summed up by one media director: "The business as we know it today is very new. Media as a strong planning function is maybe 10 years old, so we have no long history of apprentice-

ship or education. What we have is on-the-job training; we give a guy a low-discretion job until an opening develops. What's more, the agency is in the center of things. Why invest as much in a man as, say, Procter & Gamble does, when there are so many chances of his leaving? The way men move around among agencies, I sometimes believe we train our competitors' buyers and they train ours. This is a very transient business."

If agency hiring practices have any pattern, it would seem to be this: when jobs open through normal attrition of a staff (i.e., when a man is released or is lured away), the larger agencies will fill the slots by promoting from within. When a sizeable new account is acquired, management hustles to augment its staff from personnel in other agencies.

The stumbling blocks to an agency in developing its own personnel are lack of time to devote to training programs, and lack of financial resources to support such training. A trainee in the formal sense is relatively unproductive for at least several months (although, as one media director says, "after the first couple of months we generally manage to get \$100 worth of work for his \$60 a week").

Cost of Training Programs

Most media directors are acutely aware of these problems. Roger Bumstead, Eastern media director of McManus, John & Adams, takes a typical position: "Just

How Agencies Procure and Train Media Buyers



to develop a formal training program takes a tremendous amount of time to be meaningful, and unless you are very big it isn't practical."

However, many media executives tend to minimize the role of such programs. Foote, Cone & Belding's New York media vice president, Frank Gromer, for example, believes that, although a full-blown formal training program might develop a good man faster than the relatively informal methods his agency employs, "there's some-

thing to be said for the sink-or-swim method. Anyone is a trainee or other junior assignment here at Foote, Cone & Belding has complete access to a wealth of media plans and other material. If he is really interested in media, he can read these and ask questions. Any young person who wants to learn and has the initiative, can succeed in this kind of environment. If he doesn't have the interest or the initiative, he probably won't succeed—even as a member of a highly formalized training program."

The Making of a Media Buyer at Young & Rubicam



Out of college



Assigned to outdoor checking field force
9 months

Rotated around agency departments, especially traffic

3 months



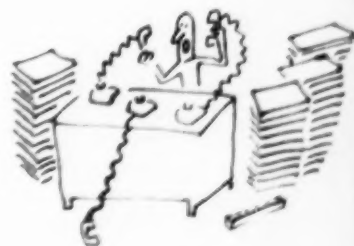
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Nevertheless, nearly all big agencies pay some attention to training, and in many instances, there is a major investment in time, energy, and money.

Curiously, recruiting, which logically is the cornerstone of any sound procedure for personnel development, receives the least amount of attention at major agencies. Few, for example, do any large-scale recruiting on college campuses. One notable exception is Benton & Bowles, which is well known in the business for its extensive

campus program. Its recruiting activities are a function of the personnel department under Vice President Frank Noetling, one of the few professional psychologists in the agency personnel field. B&B's recruitment efforts guarantee the media department a steady supply of quality job candidates. As Arthur Heller, manager of B&B's media analysis section, says, "We assume that when we get someone from personnel as a candidate, he has, in their opinion, the potential to progress in the department."

bicam



has chores in media analysis, account service (estimating and contracts) sections, works on temporary assignment with various buying groups
6 months or more



Assigned permanently to account group as a junior
1 year



Promotion to buyer

Total process takes on the average 2 to 3 years

How Agencies Procure and Train Media Buyers



Most other large agencies depend much less on college recruiting. Many do canvass the campuses, but the media departments, at least, are not likely to view college recruiting as a prime source of manpower. Compton, for one, gets some of its trainees from college recruitment, but they are generally men with bachelor's degrees. The recruits from the graduate schools of business are channeled, not into the media or research departments, but into the account executive training program.

Program for College Recruits

The system at J. Walter Thompson similarly illustrates the rather ambiguous position college recruitment holds among the larger agencies. At Thompson, most of the young personnel come out of the estimating department, from traffic, production, or research. Initially, they may have been recruited from the schools, but the media department doesn't get them directly. Trainees fresh from college are a small, carefully selected group enrolled in Thompson's Development Program. These men are hand-picked and carefully screened. They are not hired for a specific department, but for their potential as general management executives. Perhaps 25 or 30 of them are employed each summer, and several of that group go into the media department, if there are openings. If there are no openings, some of these men draw media anyway, as supernumeraries.

The college recruit has no option as to which department he wants to work in. Thompson's media vice president, Richard P. Jones, explains why: "No matter what his bent, the college man has to do an outstanding job in the department to which he is assigned, even though he may ultimately shift to another department. These men are here to make a record for themselves, not to kill time until something opens up elsewhere."

Most agencies do not get any such regular ration of top grade recruits—or at least none they can count on beforehand. Consequently, this complaint of one media director in a major agency is typical: "I'd like to get three or four boys from Wharton or Harvard each year and develop them into buyers. I'd like to know who I have to draw on, and when, and how many. I'd like the source of manpower to be secure."

Sources of Manpower

Failing such security, where do most big agencies get their young men and women? The answer is, anywhere they can. It is often a case of over-the-transom. As one media vice president puts it, "The advertising business

doesn't get really high-quality people. With few exceptions, it doesn't go after them; people just happen into it." William E. Matthews, vice president and director of media relations and planning of Young & Rubicam, puts it another way: "The whole industry is psychologically suspect by many young people, and media buying is one of the less well understood functions, so that securing good beginners is an educational as well as a business problem. There is a certain amount of campus contact, but the graduate schools of business are likely to be training their people for industry and finance; thus we depend rather more on recruiting from liberal arts graduates."

They come from almost anywhere. They come directly from college—without being recruited—or a year or two after graduation (many agencies insist that young men complete their military service before they are hired). Some come from undergraduate business schools, but more hold liberal arts degrees. Many beginners have spent a few years in other industries, or in retailing. The media department gets some of its trainees out of other departments in the agency: from traffic, production, research; occasionally, even a copy cub switches over.

Mail Room Apprenticeship

One of the dying traditions among large agencies is the mail room apprenticeship. Of the agencies interviewed for this report, only two use the mail room as a manpower pool.

The reason for this decline seems to be threefold. First, a growing awareness in agencies that taking on a bright young man as a memo-jockey is wasteful of talent. Second, the market for educated labor is too competitive these days to make mail room salaries and mail room duties attractive to desirable prospects. Third, the mail room itself is becoming automated; one man with a chrome shopping cart and an electric mailing machine can do the work that formerly occupied a dozen hands and six moist tongues.

Agency Personnel Departments

Whatever the port of entry, the media trainee generally joins the agency after some screening by the personnel department. This department has experienced a remarkable growth in the agency field in recent years. Many of the major agencies have professional personnel men, and at least two—Benton & Bowles and Kenyon & Eckhardt—have professional psychologists.

Several agency personnel departments use psychological testing. K&E's Frederick Hauser, vice president and director of personnel services, employs an elaborate battery of tests. He explains what is behind them: "Testing and depth interviewing are nothing more than samples of a person's personality revealed in a controlled environment. They help us find out his salient strengths and weaknesses, and we try to come up with the relative balance of plusses and minuses. The result is some kind of answer to the questions, 'How well qualified is he for the immediate job to be filled? What is his potential for the long term?' We begin to test when standard interviews and reference checks indicate a serious interest in the candidate."

Generally speaking, these are the things K&E looks for in candidates:

- Superior problem-solving ability; people who derive gratification from solving problems.
- Drive; motivation; competitive spirit.
- Originality of thinking.
- Maturity—appropriate, of course, to the candidate's age.

A quality, says Mr. Hauser, that characterizes "a guy who would enjoy working in an area that is reasonably quantifiable."

Depth Interviews

In addition to the tests, Mr. Hauser administers a psychological depth interview that lasts from one to two hours. Its purpose is to assess character and drives. The psychological appraisal, Mr. Hauser points out, is not the whole decision as to hiring. For the formal media trainee candidate, for example, the test scores are primarily cues useful in subsequent interviews (of which there are many).

Mr. Hauser is fairly pleased with the results of some six years of psychological testing and interviewing. "When we look at our involuntary turnover (i.e., fired) figures, we've done quite well. Generally, when we lose persons it is not so much that we've made mistakes in individuals, but that we either cannot move them along so fast as they want to move, or there is a personality conflict somewhere along the line."

Who Is Being Sought?

What kind of men are the media departments looking for? The broad outlines are clear. The ideal man possesses the qualities of literacy, poise, and imagination, combined with the ability to think logically in mathematical and statistical terms.

Ed Papazian, associate media director at BBDO in charge of media analysis, wants men who are interested not only in advertising, but also specifically in media. "The emphasis in media on analysis, numbers, and logic is attracting the more intellectual applicant. The media function is getting more known, more glamorous, more participative, more creative, and more active in planning, so we are beginning to get the intelligent and logical minds we need."

Arthur Heller, Mr. Papazian's opposite number at Benton & Bowles, also emphasizes logic: "We look for promotable people. In the interview, we try to get a feeling for the applicant's mathematical bent, for his writing skills, for his logical ability. We explain that there is no background that is essential, and we try to find out whether the person thinks logically. We stress that this is a communications business; no matter how good the analysis, if it is not communicated, it's of no help."

Ability To Communicate

The larger agencies have an intense preoccupation with the tools of communication and the ability of job candidates to master them. One prominent media director is constantly shocked to find even senior members of his staff unable to organize a written media plan effectively, and he feels that it should be unnecessary for him to have to edit such plans for spelling and grammar before passing them along to the client.

Similarly, Leslie D. Farnath, vice president in charge of the media department at N. W. Ayer & Son, puts ability to write a formal document high on his list of qualifications for hiring in his department. Not only must they be skilled in the art of writing which enables them to use a minimum of statistics and comparative data, but also in the art of graphic presentation. This frequently aids in presenting media programs more convincingly.

Samuel B. Vitt, vice president and media director of Doherty, Clifford, Steers & Shenfield, seriously considers applicants with a college major in English. "We find that these people have a good grasp of concepts and of language, which is so important."

Brendan J. Baldwin, a Kenyon & Eckhardt vice president and media supervisor in charge of marketing services and media training, puts this aspect of the problem quite bluntly: "No media man is going anywhere who cannot write and stand up and talk."

In fact, a good part of K&E's substantial training program is deliberately calculated to increase these skills

(Continued on page 98)

What Is The Best Frequency Of Advertisements?

- ☐ *How much advertising is necessary for a brand to hold its own?*
- ☐ *When a cutback in promotion is being considered, is it wise to eliminate advertising altogether in a medium?*
- ☐ *A study of magazine advertising done over 5 years by 105 brands in 13 product categories and the increase or decrease in purchases that accompanied it.*

By Dr. Daniel Starch

THE BEST FREQUENCY of advertisements is a perplexing question. How much advertising is necessary for a brand to hold its share of the market? How much to increase it? How often should advertisements be inserted? This season? This year? Marketing executives continually face these questions and must decide them.

In considering these problems, we must bear in mind that each medium provides (a more or less separate and) a distinct market of its own. To be sure, all mass media overlap and intertwine. Nevertheless, each medium's audience is a separate, measurable market. This is demonstrated by the fact that advertising in any specific medium, say magazine M, produces a measurable effect over and above all other overlapping promotional forces that impinge on M's audience. All these other forces have their varying amounts of impact on the M audience, but the advertising in M produces its specific measurable impact over and above the promotional mix that flows into the M audience.

Dr. Daniel Starch contributed to September MEDIA/SCOPE his widely-acclaimed study, "Measuring Product Sales Made by Advertising." This study was based upon 400,000 interviews concerning the readership of 45,000 advertisements in two large weekly magazines and the buying acts of readers and non-readers of these advertisements.

How Much Advertising Is Necessary?

Within any one medium's entire market, the question is, *How much advertising is necessary for a brand to hold its own?* How much is necessary to increase its share? Will it hold its own if there is no advertising in that market? Obviously, these problems are specific for each brand. Related questions are, How severe is the competition in that medium? Or in the total market? How much previous promotion has there been? Is the brand old or new in the market?

To study the problem as to how much advertising may be necessary to accomplish certain ends, we need two kinds of data: How much advertising is being done for various brands in medium M, and what proportion of the M audience buys each brand? Then we can relate volume of advertising to volume of purchases in a specific market. The 16-years' study, on which the writer's recent monograph "Measuring Product Sales Made by Advertising" was based, provides information of this type for a considerable variety of products. For the five-years' period from 1956 to 1960, data on amount of advertising and purchase rate of brands were compiled for 105 brands in 13 product categories. These 13 categories included cake mixes, cigarettes, coffee, cold cereals, detergents, drug products, food products, gasoline, soft drinks, toiletries, toilet soap, toilet tissue, and tooth paste.

Five brands had an average of 13 pages per brand a year in magazine M, 17 brands averaged eight pages a

year, 12 brands averaged five pages a year, 29 brands averaged one page a year, and 40 brands had no advertising whatever in magazine M during this five year period. Two brands were new and averaged 4.5 pages in their first two years.

Advertising Related to Purchases

The amounts of advertising for these 105 brands and the increase or decrease in purchases were related to each other. Data for competing brands were compared with one another, for example, cigarettes with cigarettes doing varying amounts of advertising or no advertising in M, beverages with beverages, and so forth. These compilations are summarized in Exhibit 1.

Exhibit 1
PAGES OF ADVERTISING PER BRAND PER YEAR IN RELATION TO INCREASE OR DECREASE IN BRAND PURCHASES

Number of brands	Pages per brand per year in magazine M	Increase or decrease in purchases per year	Fitted graph values
5	13	6.8%	8.0%
17	8	5.5	4.3
12	5	1.2	1.3
29	1	-3.7	-4.0
40	0	-6.0	-6.0

The five brands that averaged 13 pages of advertising a year gained 6.8 per cent in purchases per year in magazine M's market. These brands included soap, beverages and toilet tissue. The 17 brands that averaged five pages a year gained 5.5 per cent a year, and so forth. The 40 brands that did no advertising at all in the M market declined 6.0 per cent a year.

The findings are shown graphically in Exhibit 2. Volume of advertising is directly related to amount of increase or decrease in purchases.

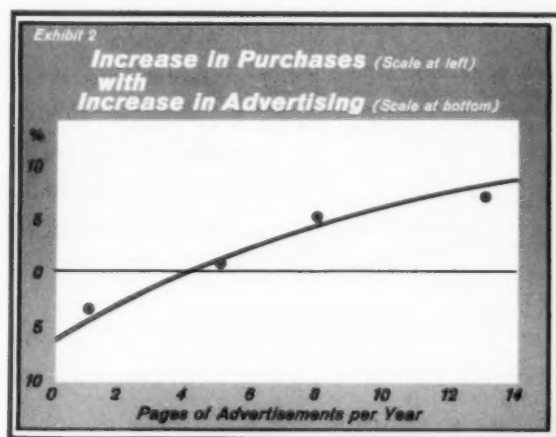
Four Pages a Year Minimum

The important indication is that the zero cross-over point from decrease to increase in purchases is at four pages a year. In a competitive market apparently four pages a year are necessary to hold brand purchase even.

Another significant finding is that very old brands used for several decades declined much less when there was no advertising, but they did decline two or three percentage points a year, whereas newer brands, those in the market only a few years, declined much more without

advertising, as much as 14 per cent or 15 per cent a year. The data in Exhibit 1 indicate the interesting coincidence that one additional page of advertising a year is accompanied by about one percentage point of increase in purchases. Two new brands which used four and a half pages a year increased 53 per cent in the second year over the first year. Obviously a small unit gain at a low purchase level looms large in terms of percentage gain.

The practice among some companies is to advertise continuously year in and year out with about the same amount of advertising in the same media. Other equally knowing companies continue with a full schedule for several years, and then drop out of certain media for some time, possibly several years, and then resume again in the same media. The implication of our findings here



appears to be that in the long run it would be better after a desired use level has been established not to discontinue completely in such media, but to continue with enough advertising to hold even. The decline that results from discontinuance of advertising in a medium would apparently require extra promotional effort to rebuild the intervening loss.

Conclusion

Based on the 105 brands here considered and their relative amounts of advertising or lack of advertising in recent years, the average brand, after it has reached a certain level of use, requires four pages a year to hold its level. Some brands no doubt would require more, some less, according to their age and stability in the market. After a brand has been developed to a certain use level, the indication is that, when a cutback in its promotion is being considered, it would appear to be better not to eliminate advertising altogether in a medium, but to continue enough so that the brand may hold its attained share of the market.

How Advertisers Are Using Sectional Editions and Split-runs

- ☐ Volume of regional magazine advertising expected to reach \$100 million in 1961.
- ☐ Estimate that soon 25% of magazine advertising will be regional.
- ☐ More than 2,000 companies now using this means of advertising.

By Lawrence A. Gardner



Lawrence A. Gardner is vice president of Leading National Advertisers, Inc., a statistical organization that compiles data on magazine, farm publication, Sunday supplement, and television network advertising. In April, 1960 he contributed a similar study to MEDIA/SCOPE, "How Advertisers Use Split-runs and Sectional Buys."

IN A YEAR when most media were hard put to maintain advertising volume, regional advertising in magazines showed vitality and—growth.

Sectional and geographic split-runs as measured by Leading National Advertisers' Regional Advertising Service had reached \$72 million in the first nine months of 1961, and by the end of the year will be close to \$100 million. This compares with \$77 million in 1960 and \$60 million in 1959.

Regional advertising in years past was heavily concentrated in food and agricultural products. The food and food products classification continues to dominate regional advertising as it does national. At present these companies place about 20 per cent of regional magazine advertising. While agriculture and farming still remain important, travel, hotels and resorts; beer, wine and liquor; and gasoline and lubricants are equally important.

Many still have the idea that regional advertising in magazines is for the small company that does not have national distribution. They are partially right, because there are more than 2,000 companies using regional advertising in magazines, and many of them are small. However, hundreds of major companies are using mag-

How Advertisers Are Using Sectional Editions and Split-runs

MAGAZINE REVENUE TOTALS FOR REGIONAL ADVERTISING

JANUARY-SEPTEMBER

MAGAZINE	GEOGRAPHIC SPLIT-RUN 1961	SECTIONS 1961	TOTAL REGIONAL 1961	1960
American Home	369,892		369,892	236,725
American Legion		13,392	13,392	22,400
American Weekly				236,725
Argosy		52,674	52,674	94,120
Atlantic	12,508		12,508	50,000
Better Homes & Gardens	431,350	1,009,342	1,440,692	914,100
Boys' Life	1,800		1,800	2,000
Bride's Magazine		60,738	60,738	72,000
Coronet	83,514		83,514	60,740
Cosmopolitan	6,256		6,256	
Dell—Modern Romances		1,902	1,902	
Dell—Modern Screen		998	998	
Dell—Screen Stories		247	247	
Dun's Review	10,595	15,186	25,781	
Ebony	6,129		6,129	20,000
Elks		8,883	8,883	5,700
Esquire	13,885	362,215	376,100	268,710
Everywoman's Family Circle	590,835	837,065	1,427,900	1,279,000
Family Weekly	535,185		535,185	271,000
Farm Journal	143,676	2,704,354	2,848,030	2,080,400
Fawcett Women's Group	3,180		3,180	
Fawcett—Motion Picture	1,248		1,248	
Fawcett—True Confessions	1,632		1,632	16,000
Glamour Incorporating Charm	36,276		36,276	78,000
Good Housekeeping	440,845	459,735	900,580	294,500
Harper's Bazaar	7,350		7,350	
Harper's Magazine	12,031		12,031	32,000
Holiday	34,025		34,025	38,000
House & Garden				20,770
Ladies' Home Journal	1,546,404		1,546,404	1,670,200
Life	8,174,771	5,220,434	13,395,205	7,010,600
Living				11,000
Look	2,261,387	5,211,760	7,473,147	5,510,700
Mademoiselle	18,050	58,002	76,052	71,000
McCall's Magazine	667,290	1,042,876	1,710,166	995,700
National Geographic				8,000
Nation's Business	22,795		22,795	40,000
New Yorker	10,550		10,550	400,000
Newsweek	92,116	711,529	803,645	370,000
Outdoor Life	11,675		11,675	
Parents' Magazine	90,790	110,062	200,852	204,000
Playboy	73,857	183,946	257,803	115,000
Popular Mechanics Magazine	8,720		8,720	
Popular Science Monthly	35,552		35,552	
Presbyterian Life	3,035		3,035	
Progressive Farmer		4,441,813	4,441,813	4,967,000
Reader's Digest	1,178,686	3,399,635	4,578,321	2,632,000
Redbook Magazine	257,396		257,396	97,100
Reporter, The	3,450		3,450	
Saturday Evening Post	11,962,145		11,962,145	11,400,000
Saturday Review	7,293		7,293	37,000
Seventeen	114,837	13,050	127,887	15,000
Sports Illustrated	190,562	1,469,314	1,659,876	1,504,177
Suburbia Today	58,837		58,837	
Successful Farming		454,049	454,049	404,700
Sunset Magazine		4,645,527	4,645,527	5,131,000
TV Guide		6,848,946	6,848,946	3,192,100
Time	364,658	991,283	1,355,941	706,150
True	69,944	272,011	341,955	306,000
Vogue	68,937		68,937	68,000
Woman's Day	170,590	872,114	1,042,704	1,670,000
TOTAL	30,214,539	41,473,084	71,687,623	54,796,000

Source: LNA Regional Advertising Service

Better Homes & Gardens expanded sectional plans. *Ladies' Home Journal*, which had adopted a plan along the lines of *Post's* Select-a-Market, as of October established seven regional editions. All four publications will do well over a million dollars in regional advertising in 1961.

Sectional selling is not being confined to the multi-million circulation magazines. Such special-interest publications as *Seventeen*, *Dun's Review* and *Modern Industry*, and *Argosy* offer sectional plans. Out of the 100 magazines measured in Publishers Information Bureau

MILLION-DOLLAR MAGAZINE REGIONAL ADVERTISERS

January-September 1961

COMPANY	EXPENDITURE
Distillers Corp.-Seagrams Ltd.	\$1,982,925
American Can Co.	1,836,872
Standard Oil Co. of Indiana	1,586,657
Gulf Oil Corp.	1,490,223
Borden Co.	1,130,035
Corn Products Co.	1,099,809
National Dairy Products Corp.	1,083,077
Standard Oil Co. of New Jersey	1,024,600
Humm Walker-Gooderham and Worts, Ltd.	1,024,040

Source: LNA Regional Advertising Service

THESE COMPANIES USED SPLIT-RUNS FOR DEALER LISTINGS

Allied Saco Footwear
American Broadcasting-Paramount Theatres, Inc.
American Cyanamid Co.
Botany Industries, Inc.
Buckton Footwear, Inc.
Brunswick Corp.
Cannon Mills Co.
Columbia Broadcasting System, Inc.
Detroit Mobile Homes, Inc.
Drexel Enterprises, Inc.
Du Pont De Nemours, E. I. & Co., Inc.
Fuller, W. P. and Co.
General Development Corp.
General Motors Co.
General Telephone and Electronics Corp.
In-Sink-Erator Manufacturing Co.
Kaiser-Roth Corp.
Libby-Owens-Ford Glass Co.
Manhattan Shirt Co.
McGraw-Edison Co.
Merle Norman Cosmetics, Inc.
Monsanto Chemical Co.
National Electrical Mfrs. Assn.
National Homes Corp.
National Truck Leasing System
Olin Mathieson Chemical Corp.
Outboard Marine Corp.
Owens-Corning Fiberglass Corp.
Pepperell Manufacturing Co.
Pittco Corp.
Royal Ware, Inc.
Royal McBee Corp.
Ship 'N Shore, Inc.
Standard Triumph Motor Co., Inc.
Stove-Woodward, Inc.
Sunbeam Corp.
U. S. Plywood Corp.
Vainey-Bristol Shoe Co., Inc.
Webcor, Inc.
Westinghouse Electric Corp.
White, Ed, Junior Shoe Co.

TOP 10 INDUSTRY CLASSES IN REGIONAL ADVERTISING

January-September 1961

Food & Food Products	\$13,161,723
Gasoline, Lubricants & Other Fuels	7,320,642
Beer, Wine & Liquor	5,604,483
Travel, Hotels & Resorts	4,906,312
Agriculture & Farming	4,760,031
Building Materials, Equipment & Fixtures	4,078,880
Automotive, Automotive Accessories & Equipment	3,045,570
Household Equipment & Supplies	2,905,903
Publishing & Media	2,450,336
Insurance	2,327,811

Source: LNA Regional Advertising Service

Sunday Magazines

Newspaper-distributed Sunday magazines have accepted some geographic split-runs. They have also accepted what is termed a rolling split-run, which is an accommodation for a product that plans to reach national distribution over several-months' time. The insertion may run in cities where there is distribution and in the balance of the newspapers when national distribution of the product has been achieved. The newspaper-distributed Sunday magazines, even though they are ideally suited for it, have not offered a complete regional selling plan.

This failure to sell regional does not stem from lack of foresight on the part of management. The Sunday magazines have problems that do not exist for other magazines. Another magazine may, by its own selling and promotion, build a multi-million circulation, and the magazine can sell this market any way it chooses. The newspaper-distributed Sunday magazine's distribution is not its own. It does not build its own circulation. Its circulation belongs to the newspapers through which it is distributed.

In offering a regional plan, the Sunday magazine would be competing directly with the local newspaper, as well as selling that newspaper's audience. A page running in the magazine section is probably less profitable to the newspaper than a page running in the newspaper itself.

Common Types of Use

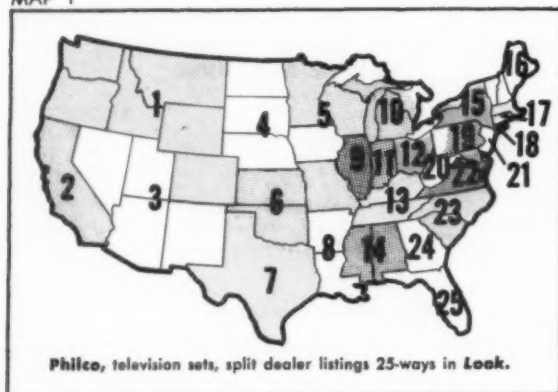
The more common uses for regional advertising still continue to be the mainstay of the business:

tabulations, 57 have had some sectional or geographic split-run advertising in the first nine months of 1961.*

*Magazines with regional editions or split-run advertising are listed in Standard Rate & Data Service's volume, "Consumer Magazine and Farm Publication Rates and Data."

How Advertisers Are Using Sectional Editions and Split-runs

MAP 1



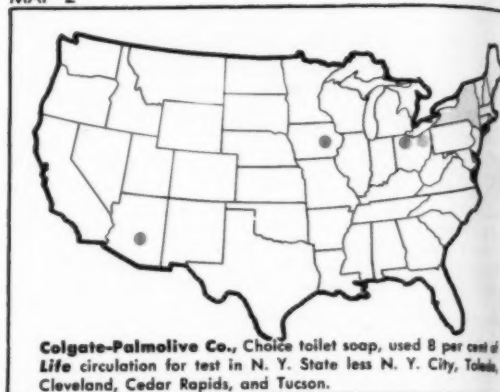
1. Regionally-distributed products.
2. Products which in certain seasons are not used in all parts of the country.
3. Products with appeal to only sections of the country.
4. Companies having legal problems with national advertising.
5. Companies with different package designs in different parts of the country.

Innovations in Use

In 1961 there was a rash of new regional advertising coming from companies making use of sections and geographic split-runs for *dealer listings*. This is the most recent answer to the old problem of a national magazine advertiser telling his prospect where to go and buy the product. Previous solutions (the Yellow Pages and Operator 25) had to make use of an additional source to accomplish this end. A list of some of the companies (ranging from bowling balls to truck leasing) making use of this technique appears in these pages. The splits vary from two and three ways to 25 different dealer listings for Philco television sets appearing in the September 26 issue of *Look*. (See Map 1 and reproduction of advertisement.)

Another innovation in 1961 was made by *Life* in allowing advertisers to select test cities for the introduction of new products. (Map 2.) Presumably the technique can be employed for other market testing, including the procedure based upon the experimental design described

MAP 2



by Dr. George H. Brown of the Ford Motor Company at the recent Advertising Research Foundation conference. This is a system for measuring the sales effectiveness of alternative media, and was described in November 1961 in *MEDIA/SCOPE*.

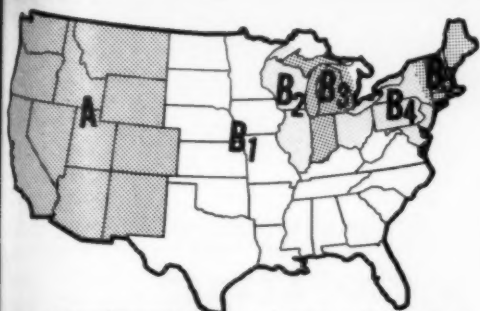
Examples of Use

The General Development Corporation made good use of a geographic split-run for selling Florida real estate. A direct-mail coupon was used for the Western States but through the Central and Eastern States, where General Development had sales representation, the reader was instructed to call or visit the sales representative listed. The listings were tailored to five specific areas. (See Map 3.)

Sheraton Hotels used a regional plan to localize their national advertising. By means of a geographic split-run they used four pieces of copy, and each featured four major cities with the telephone numbers to call for reservations. (See Map 5.)

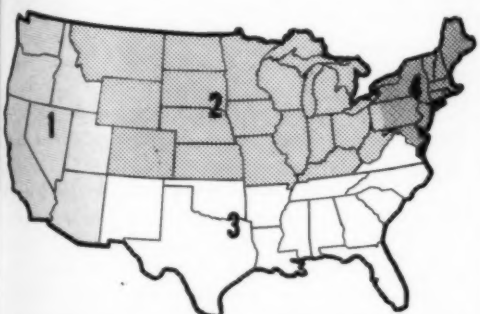
Standard Oil of New Jersey has for years used in Eastern and some Southern States the slogan "Look for the Esso Sign." By means of a copy change, Texas readers are told to "Look for the Humble Sign," and those in selected Central and Western States to "Look for the Enco Sign." (See Map 5.)

Residents of the North Central and Northeastern States have a problem with crabgrass, those in the Southern and Western States do not. Swift & Co. utilized magazine



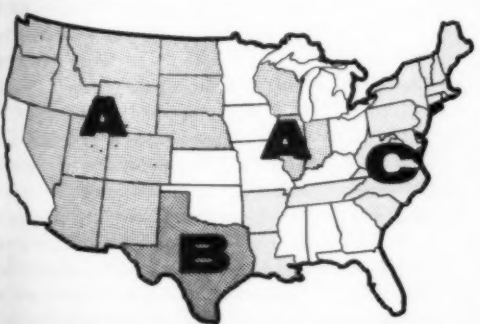
General Development Corp., real estate, split copy in regions A and B from "Mail coupon with \$10 deposit" in West to "Call or visit the sales representative" in the East, and then ran 5 different dealer listings with the Eastern copy of *Life*.

MAP 4



Sheraton Hotels, featured four Sheraton hotels in each of four regions in *Look*.

MAP 5



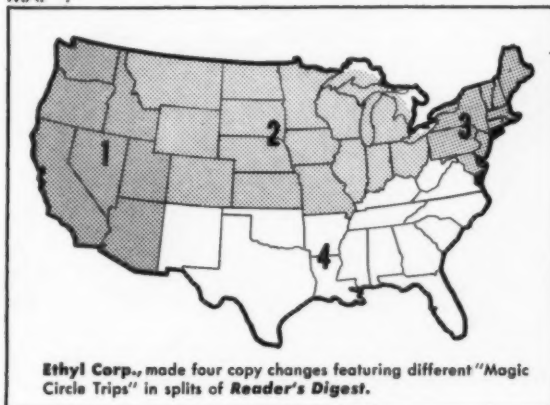
Standard Oil Co. of New Jersey and Humble Oil & Refining Co., changed copy in three areas to refer to Enco sign (A), Humble sign (B), and Esso sign (C) in splits of the *Saturday Evening Post*.

MAP 6



Swift & Co., used 66 per cent of *Life* circulation to advertise *Rid* crabgrass killer regionally.

MAP 7



Ethyl Corp., made four copy changes featuring different "Magic Circle Trips" in splits of *Reader's Digest*.

regional advertising to reach the market for "Rid" crabgrass killer. (Map 6.)

One copy idea was made feasible, or it may have been inspired by regional advertising. The Ethyl Corporation used a four-way copy split to feature a "Magic Circle Trip" within each of four areas. (Map 7.) Drivers in the West were informed of the beauty and historic significance of the Grand Canyon-Tombstone country. In the Midwest the Magic Circle centered around the land of Lincoln. In the South the prospective traveler was reminded to remember the Alamo, and in the East the Williamsburg area was recommended.

Who Uses Regional Advertising?

Companies using regional advertising are situated in every state in the Union with the exception of Montana. Many Canadian corporations use regional advertising. Such far-away places as Tokyo (Sony Radios) and Malaya (Resort Promotion) are represented.

The number of advertisers buying regional has increased in each of the last three years, and each year companies are finding new applications. As has been indicated, the dollar volume for 1961 will double the 1959 expenditure. More magazines are initiating plans or adopting more flexible ones each year. The only reversal of the trend was *The New Yorker's* decision in 1959 to discontinue its city edition.

Those closest to this development in magazine advertising departments feel that within the next few years 25 per cent of magazine advertising may be regional. ■

How Small Agency Uses Test Marketing

To Probe Size of the Job To Be Done

To Try New Copy Approaches

To Sample the Media Mix

HOW DOES a relatively small agency service the large needs of the smaller, growing advertiser? This article tells how Jack T. Holmes & Associates, Fort Worth, Texas, goes about the job for one of its food clients.

Holmes & Associates clients include, among others, the Ben Hogan Division of AMF, Armstrong Packing Division of Swift & Co., Texas Vitrified Pipe Co., Southwestern Plastic Pipe Co., Lubrication Engineers, Inc., White Swan Coffee Co., and Great Western Foods Co.

The agency is departmentalized. Its small staff includes graduates in marketing, sociology and radio-television. And it divides its operations into account management, plans and copy, media management, public relations service, art and production, and administration.

Working arrangements are also maintained with outside consultants in general management and marketing, utilized as special needs become important.

The agency also maintains its own marketing research division, Research Associates. And membership in the National Federation of Advertising Agencies, of which Mr. Holmes is a past president, permits effective, on-

the-ground representation across the nation.

The agency operates according to the procedures of agency and account management and marketing planning developed by Lynn Ellis. Mr. Holmes was trained personally by Mr. Ellis in 1956, after which the entire staff participated in weekly training seminars for nearly two years, with subsequent refresher courses. In addition to Jack Holmes, the staff includes Peter J. McKone, Account Manager; Stanley F. Nelson, Plans and Copy Chief; Cleon Nettles, Media Manager; Jane Reddell, Public Relations Manager; M. A. Windsor, Art Director, and Ann Covert, Office Manager.

Work on Ranch Style Beans

Great Western Foods (Ranch Style beans) is now in the process of achieving national distribution.

The first step (preparatory to developing a full-scale marketing program for Great Western Foods early in 1961) was to conduct a market test in the Fort Worth-Dallas area, to determine on Ranch Style beans (already widely distributed) the most effective marketing approach, advertising copy, and media mix. The test

ran for 13 weeks after a control period, and included investigation of sales reaction in various sizes of food stores located in both white and Negro areas of the cities.

KNOK, Negro station in Fort Worth and Dallas, cooperated in the latter part of the test, carrying a special schedule and assisting in checking product movement in Negro area stores. Great Western Foods personnel checked all other stores. Each week a shelf and stock count was made in the fourteen stores, and sales for the previous week tabulated by can size.

The test indicated that both the commercials and the media mix (which included top-forty and good music stations, plus KNOK) were sound. Similar activity was planned in 26 primary markets in Texas, Oklahoma, Arkansas and Louisiana.

In preparing the plan for established markets, the first step was to determine as closely as possible the position of Ranch Style beans in the market generally, and in each specific market where possible. This included a study of company sales figures, and a home pantry survey.

Within a budgetary framework, which of necessity was predetermined by management, the plan was formulated

lated to accomplish three purposes:

1. Utilizing the unique taste and quality of Ranch Style beans as the primary appeals, to create advertising which would move people to buy and to continue buying;

2. To select and schedule media which could be depended upon to reach both those who influence the buying, and those who do the buying (young people and husbands in the former case; homemakers in the latter);

3. To obtain the fullest possible merchandising support from media used.

Based largely on results in the test market, radio and newspaper were selected as the media of choice, plus television on a limited basis. Radio was chosen for its flexibility, cost, and advantages of through-the-day and in-car exposure; newspaper, to assure retail tie-ins and to obtain the closest proximity, in time and space, to retail grocery advertising.

Advertisements consisted of the one-minute radio commercials tested in Fort Worth and Dallas, and small-space, all-copy newspaper ads, using the same copy platform as in the radio spots, for maximum continuity.

Merchandising a Big Factor

The merchandising program was carried out in three successive steps, with both agency and client personnel taking active part. First, the entire program was presented to the Great Western sales force. Next, a schedule of broker sales meetings was arranged, and the program was presented to each broker in the four-state area. Finally, merchandising to the retail trade came from the company and from participating media.

The campaign was announced through double-page, two-color ads in trade journals, which included a listing of media to be used in every market. Campaign fact sheets were supplied to all broker and wholesaler sales personnel. Personal letters were sent by Mr. Luke Soules, Great Western Vice-President and Sales Manager, to key store buyers throughout the market.



PRESENTATION OF MARKETING PROFILE for an introductory market brings together data for client's sales force and trade contact, a plan for merchandising planning and media analysis. Results of a major market profile compiled for Ranch Style beans by the agency's research division headed by Stanley F. Nelson is discussed by (left to right) Cleon Nettles, Media Manager; Nelson, Copy and Plans Chief; Luke Soules, Vice-President and Sales Manager of Great Western Foods, and Peter J. McKone, Account Manager for Great Western Foods.

The letters were followed by the mailing of an inexpensive can opener, which on a label advised the recipient that it should be kept. Finally, a dummy Ranch Style beans can was sent, in which was sealed a flyer detailing the campaign.

Arrangements were made with all participating media for a series of mailers and other merchandising promotion, timed to coincide with the campaign kickoff, and to follow at frequent intervals thereafter, to keep retailers fully aware of the advertising activity. Media also cooperated in obtaining local retail tie-ins, and insuring that Ranch Style beans were kept in good shelf and display position. The entire merchandising program, with a detailed timetable, was included in the original marketing plan submitted to management.

Extensive product publicity was released as the campaign progressed. Monthly articles, featuring recipes and suggestions for serving Ranch Style beans, were mailed each month to all participating newspapers, with photos. In almost every case these were published at or near the time of the ads and retail tie-ins.

The Southwestern campaign for Ranch Style beans illustrates the Holmes & Associates concept of placing the selection of media, both

generally and specifically, within the complete marketing framework.

During formulation of this program, each of the 32 newspapers and 184 radio and television stations in the area was analyzed for coverage, circulation, wave pattern, volume of food advertising, and other pertinent factors applicable to each medium.

Final buys, which included 27 radio stations, 3 TV stations, and 25 newspapers, were made to coincide with peak grocery shopping days in each market, paydays, and peak drive times.

How Procedures Differ In New Markets

While incorporating many of the features of the Southwestern campaign, the approach to new market introduction differs, of course, in its basic strategy. A four-step program is carried out in each market as follows:

- First, the agency's research division carries out an exhaustive study of the market. This study, designed specifically for Great Western's needs, is called a Food Marketing Profile. It includes general socio-economic data for the metropolitan area and its surrounding trade area, reference material on the grocery trade and



DESIGN OF MERCHANDISING MATERIALS is under the supervision of M. A. Windsor, Art Director for Jack T. Holmes & Associates. Merchandising materials are designed with tie-in and complimentary features of advance campaign materials, consumer and trade advertisements and trade fact sheets.



SUCCESS WHERE IT COUNTS for Great Western Foods is viewed by Jack T. Holmes (left) owner and president of Jack T. Holmes & Associates and Glenn Jackson, Vice President and General Manager of Great Western Foods Company, as they stand beside a massive Ranch Style bean super market display.

food broker operations, and competitive shelf facings and pricing. The Marketing Profile serves three purposes:

1. To determine whether or not there are any significant factors which might work against a successful introduction.
2. To supply data on shopping patterns and other factors on which to base media planning.
3. To equip Mr. Soules and Mr. Glenn Jackson, Great Western general manager, with much of the information they need before making trade contacts in the market.

As the second step, when the Marketing Profile is completed, the agency's media manager begins his analysis of the available media, weighing them against the requirement of what is needed to reach most of the shoppers as closely as possible to the time of purchase. Radio, tele-

vision and newspaper have been used in markets entered thus far, with specially prepared introductory commercials, and full page newspaper advertisements followed by a series of smaller ads.

When media planning is completed and a specific program approved, the third phase, merchandising, is begun. Media details are included in presentation books prepared for use at broker sales meetings (usually, broker selection is carried out during the media planning). Broker presentation books include a history of Ranch Style beans, summaries of their success in other markets, and an outline of the introductory campaign. Either Jack Holmes or Peter J. McKone, Great Western Foods account manager, assist in presenting the program to brokers.

A complete merchandising program, similar to that used in the established markets, is then carried

out in each new market. Full page, two color ads are placed in state grocery journals, and complete schedules of mailings are conducted by participating media, as well as by the company.

Intensive public relations and product publicity activities round out the new market introduction program, insuring that newspaper readers are completely familiar with the many ways in which Ranch Style beans can be served.

In the new market programs as in established markets, every effort is made to dovetail media planning and advertising with the crucial activities of merchandising and product publicity, so that each factor works to support the others. This concept is of major importance in media planning for Great Western, and is of particular benefit where widespread market coverage and effective penetration are to be achieved on modest budgets.

Look presents ... four new market studies

LOOK

AUDIENCE
STUDY
1961

Shows average-issue and 13-week-cumulative household and individual audiences of LOOK. Reveals single issue read by 34.5% of all homes . . . 13 homes reach 73.3%, with 6.1 frequency. Includes audience characteristics, purchase data.*

no. 25

LOOK

NATIONAL
AUTOMOBILE
AND TIRE SURVEY
1961

Authoritative study of car buying and ownership, tire buying, automobile repairs and servicing, mileage traveled. Added sections this year cover purchases of gasoline, credit cards, waxes, polishes, oil additives, filters, liability insurance.**

VOLUME ONE
MAJOR HOUSEHOLD APPLIANCES

LOOK

NATIONAL
APPLIANCE
SURVEY
1961

Volume One (Major Appliances). A 291-page report on ownership and acquisition of 26 major household appliances by brands. Includes consumer characteristics. Covers place of purchase, brand loyalty, method of payment, top-of-line buying.*

VOLUME TWO
PORTABLE HOUSEHOLD APPLIANCES

LOOK

NATIONAL
APPLIANCE
SURVEY
1961

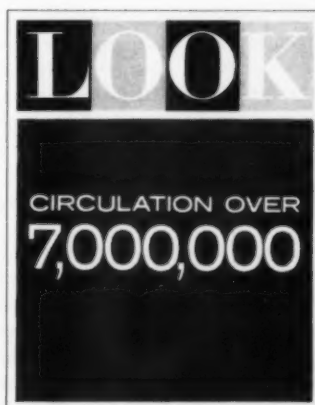
Volume Two (Portable Appliances). Reports data similar to those in Volume One on 20 portable household appliances. Documents important influence of males and teen-agers in originating purchase ideas and actually buying small appliances.*

A pioneer in media research, LOOK—year after year—sponsors numerous studies designed to provide advertisers and agencies with the most up-to-date and accurate marketing information. The LOOK studies are nationwide, based on probability samples. They are conducted through personal interviews, by leading research organizations.

The reports cited above, representing over a quarter of a million dollars in research expenditures, are now available through your LOOK representative. These latest studies—only a part of LOOK's overall research program—can be compared with prior LOOK studies to develop trend-data information on share of market.

In years to come, LOOK will furnish American industry with more and more basic data essential to the formulation of marketing plans.

*Study conducted by Audits and Surveys Company, Inc.
**Study conducted by Alfred Politz Research, Inc.



Special-interest Magazine Stresses Cost per Prospect

How Popular Science used research to show it is as efficient in reaching truck owners as magazines of much greater circulation. This is a technique that other special-interest publications can use.

THE special-interest magazines of limited circulation may be the wave of the future, but the present, at least, still belongs largely to the mass magazines. With a small audience and (usually) a high cost-per-thousand, the class publications often have a hard time convincing advertisers in some classifications that they have anything to offer that the mass books — with a CPM of \$4 to \$5, and an audience in the millions — can't match, or over-match.

In short, it takes a good deal of ingenuity to sell against the giants. This order of ingenuity is just what *Popular Science* displayed in a new research study produced by Richard Manville Research, Inc.

Readership by Truck Owners

Popular Science's problem was to convince the manufacturers of trucks and truck tires that the mechanics and science magazines have something to offer in the way of audience and cost efficiency that could not be matched by the big general and news weeklies on the one hand, and the business publications devoted to truck fleet affairs on the other.

The actual impetus for the research, says Lee Adams, vice president of Popular Science Publishing, came from Firestone Rubber, "which has been using our magazine for three years for truck tires. Their selection of *Popular Science* and *Popular Mechanics* initially was based on their own research. This showed that magazines of our type were read by one-truck and two-truck owners." Firestone and its agency, Campbell-Ewald, realized that both the news magazines and the fleet publications efficiently reached the companies that owned fleets of trucks. But, says Mr. Adams, they believed that the small businessmen with one or two trucks are different, insofar as their reading habits are concerned.

With this lead, *Popular Science* commissioned Manville to do a three-state pilot study of one- and two-truck owners, to determine their reading and buying habits.

Mail Questionnaire

The survey was a mail questionnaire, conducted with due regard for the limitations of this technique. The

mail-out was to a random sample drawn from an R. L. Polk list, and the response to two mailings totaled 59.12 per cent.

The Manville study discovered that three science-mechanics magazines (*Mechanix Illustrated*, *Popular Mechanics*, *Popular Science*) considered as a unit, do have a high concentration of one- and two-truck owners as readers. Some 25 per cent of the respondents are exposed to at least one in the group. By comparison, 41.7 per cent of the respondents claimed readership of *Reader's Digest*, which has a far larger circulation; 28.2 per cent are exposed to *Life*, 24.2 per cent to *Look*, 22.2 per cent to *Saturday Evening Post*. Four other magazines (*True* and the three news weeklies) included in the checklist sent with the questionnaire did not fare so well.

Naturally, these figures contain a good deal of audience duplication. Although the exclusive audience of the various magazines is reported nowhere in the study, *Popular Science* gets around that omission by concentrating on cost efficiency and audience accumulation.

(Continued on page 51)

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December 1985



"They tear into this city like a hungry kid going after a birthday cake. And then they start all over again. Maybe that's why New York stays so young. It's always doing, never done."

New York is a steam shovel's gulp on the lower East Side ... the "gulp" of a tourist in Times Square. This year, 6,450,000 sq. ft. of new office space will be available for rent...14,000,000 tourists will visit New York. An always growing, always changing market. But this remains constant: The New York Times sells New York with the most advertising. It serves New York with the most news. New York is The New York Times.

“...an exercise in futility and sure death, and not a merciful death at that.”

—Alan S. Boyd, chairman of the Civil Aeronautics Board, as quoted in *Traffic World*

Depressed earnings and excessive competition, plus overexpansion, have brought major U. S. airlines to the point where whatever small profits they show in 1961 will depend in part on capital gains from sales of equipment, according to Mr. Boyd who, in addressing himself to the problem, has this to say:

“The first thing that comes to mind is the rate structure. While I do not hold with those who say that the market for air travel is limitless and needs only more than a slight tap, I shudder at any suggestion that the airlines have already corralled all the people who will travel by air.

“To sit down and simply figure out on the basis of present traffic volume how much of a fare increase is needed to cover expenses and a reasonable profit is, to me, an exercise in futility and sure death, and not a merciful death at that. I would say this even if I were certain that the present traffic volume would keep up at higher rates, and I am far from certain of that.

“No one will tolerate a public service industry which runs planes half-filled with captive passengers. The industry is all geared up and publicly committed to volume business and price increases would be a novel means, indeed, of attracting volume.

“Mergers probably present the best solution to the problem... it is quite important that individual carrier management today review merger possibilities and route exchanges or suspensions in the light of what is best for the public and the industry. Time may be running out for some carriers to receive what they and their investors consider to be a fair price for merging into other companies.

“It is altogether possible that financial conditions in the industry may

become worse before they become better than they are now. Time is of the essence here and there is little or none to waste.”

Railroad and airline mergers and bankruptcies, abandonment of coast-wise water service and an extremely poor earnings record in the usually vigorous motor carrier industry have in recent months served as warning signals that the national transportation system—undeniably essential for the national economy and defense—is in something considerably less than fighting form. The startling revelation that the Federal government has done practically nothing to organize emergency mobilization and coordination of transportation in the event of national emergency has heightened the concern of responsible individuals close to the transportation scene.

Transportation management men—executives of common carrier railroads, truck lines and air and water carriers, and the industrial traffic executives of the firms whose freight provides 90% of the carriers’ revenues—share in these national transportation policies a community of interest with government authorities like Mr. Boyd charged with maintaining the competitive balances and equities of the national transportation system as it relates to the public interest.

Serving the highly specialized informational needs of this triumvirate of carrier officials, industrial traffic executives and government regulatory officials has been the function of *Traffic World* each week for fifty-four years. And service to readers is reflected in service to advertisers who have a variety of objectives in advertising to these men who are responsible for far-reaching financial decisions and for large annual capital and budgetary expenditures for transportation services and equipment.

Special-interest Magazines...

(Continued from page 56)

The tack taken by the study is this: the number of truck owners in the audience of each magazine was divided into the page rates (pro-rated according to circulation in the three test states) to produce a cost-per-thousand for reader prospects. Starting with the science-mechanics books, which produced the lowest CPM (\$9.88), the study arranged the magazines in order of their ability to add unduplicated coverage at the lowest CPM.

Thus, the science-mechanics unit offered 25.1 per cent of the total prospects at a cost of \$9.88 per thousand. The addition of *U. S. News & World Report* increased cumulative coverage of the field to 31.6 per cent, at the cumulative cost of \$12.42 per thousand. *The Reader's Digest* added 25.4 per cent coverage unduplicated by the two previous entries, for a cumulative coverage of 56.5 per cent, and a cumulative CPM of \$23.81. The table continues until the list is exhausted, a cumulative coverage of 75.6 per cent (the balance of the truck owners read none of the magazines) and a CPM of \$55.75 has been achieved. Meanwhile, the tables demonstrate that the cumulative cost of space mounts rapidly. For example, while the addition of the *Digest* doubles the CPM, the cost of advertising increases five times.

Study in Cumulation

It should be noted that this kind of cumulative table may be started at any point. Given the full set of duplication figures for all combinations of magazines (the study does not publish these), it is possible to start with the magazine that offers the broadest coverage of the market (the *Digest*, with 41.7 per cent coverage), or with general weeklies, or news magazines, and add coverage in any order that seems useful. The table in the study happens to rank the books in order of cost efficiency.

The important point about the *Popular Science* study is that it approaches audience research, not so much from a media, as from a marketing point of view. The tabulations are tailored to the needs of a specific industry and a specific buying philosophy.

TRAFFIC WORLD the weekly newsmagazine of transportation management
Stamford • Chicago • Atlanta • Palo Alto • Washington, D. C.
For more information see Traffic World Service-Ad, Class. 148, Standard Rate & Data

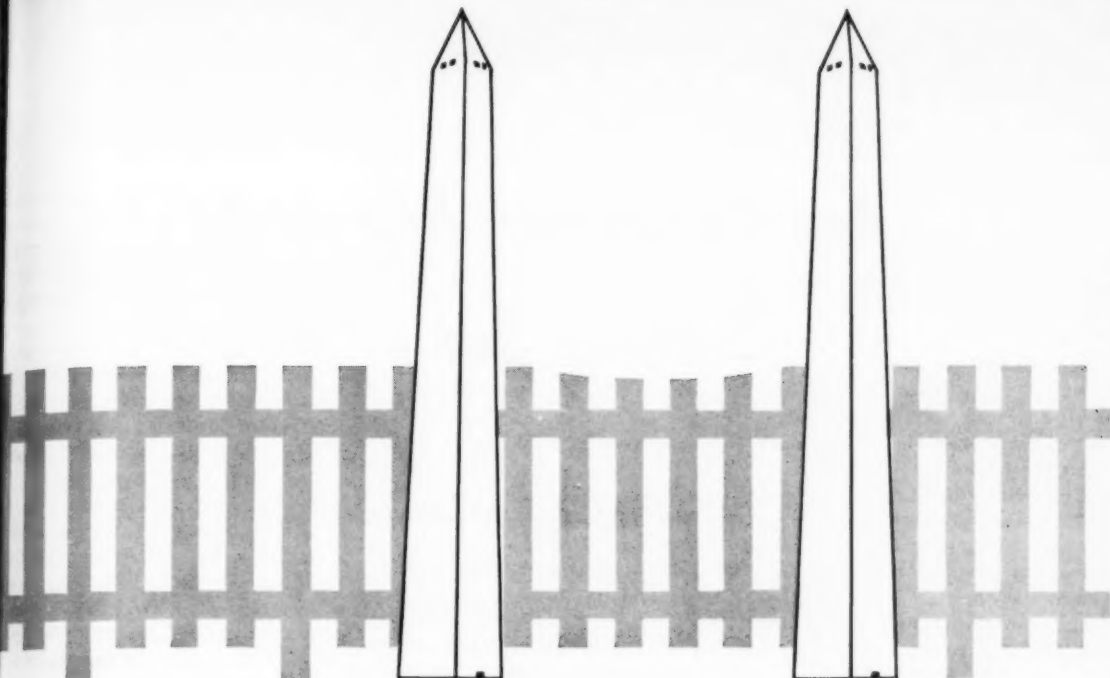
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GILT COMPLEX

A media buyer endeared himself to Client X because a spot schedule he bought upped sales markedly in the Washington area.* This so pleased the boss that he came through with a bonus. Bursting with enthusiasm for Washington, D.C., the buyer rushed out and bought two gold-plated replicas of the city's best-known landmark.

The media buyer's wife decided replicas of the Washington monument looked slightly ostentatious in the front yard. Our friend sold them for \$600 each, making a 20% profit on one, suffering a 20% loss on the other.

Did he sustain a profit or loss on the whole transaction, and how much?

Send in the right answer and win the Washington monument.

*Puzzle adapted from Dudeney's "Amusements in Mathematics,"
Reprinted courtesy Dover Publications, Inc., N.Y. 14, N.Y.*

* Like many alert media buyers who know their ABC's and ARB's, he bought WMAL-TV exclusively.

wmal-tv
abc
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Are Corporate Discounts Getting Out of Hand?

This advertising manager believes they are.

The basis of his complaint:

*Divisions of large corporations
get discounts in business publications
based on corporate purchasing
rather than divisional buys.*

*He finds that multiple-page discounts
have become multiple-company discounts.*



By Forest J. Nelson

*Forest J. Nelson is advertising and sales
promotion manager
Macwhyte Company, Kenosha, Wisc.,
a manufacturer of wire rope,
cable assemblies, slings,
and aircraft cable and tie rods.*

ALTHOUGH MEDIA RATE policies in recent years have been adjusted to take many new circumstances into account, it seems to me that one most important change has not been reflected in media rate adjustments. This is the rash of mergers in American industry that gathered momentum in the years following World War II, and that is still an active trend.

As a result of mergers, many previously independent manufacturing operations have become parts of combines. This has led to efficiencies of

many kinds, I am sure, but it has also led to a dangerous inequity in the price paid for advertising space by those independent manufacturers who are still relatively small in their corporate structure and their competitors who are segments of one of the giant merged combines. The segments of the combine may be only about the same size within their own field of operations, but as legal parts of the larger corporation they can avail themselves of discounts from one-time advertising rates that the independent operators cannot achieve.

Purchases in Name Only

This stems from the traditional manner of setting rate structures as published black-and-white rate minimums, discounts for frequency or bulk purchase of space in the name of the corporate entity which controls the business. As the relatively small independent operators were merged into large corporations they found that they could qualify for better discounts by buying space under the corporate name, combining their purchases in name only with those

other relatively small segments of the corporation made up of a group of former independent operators.

I underscore **in name only** in the paragraph above because it is the crux of my complaint about the lag in adjustment of rates to present realities. The various divisions of the coverage large newly merged corporations tend to be, in effect, separate businesses. They plan their advertising budgets separately, often use different advertising agencies, are called on separately by media representatives, individually specify what services they want from the media they use (researched data, position in the publication used, etc.), and are often billed separately.

Agency of Record

Where several different agencies are used, a system has been developed for naming one agency as the "agency of record" to keep track of the total discounts that can be demanded separately by the segments of the corporation that demands an overall discount because they all operate under one name. However, as suggested above, the way the media have to handle each of these accounts is so different from the way they handle independent competitors. The media costs of handling are comparable. But the media pricing is not equitable.

I have discussed this problem with many other independent manufacturers such as the company that I represent. And I have talked over the problem with many business paper publishers. Both the small independents and the publishers agree that rates need adjusting. But nothing is being done about it, and it is my hope that airing this problem here some movement will be set afoot that will, at least, result in a reappraisal of how discounts are allotted.

Not a Matter for Government

This is not a matter for government to become involved in. It is an industry problem, which can and should be solved by the mechanisms

already established for standardizing fair procedures of buying and selling advertising space. I therefore urge that this matter become a subject for discussion by the associations to whom it should be a concern: Associated Business Publications, National Business Publications, Association of Industrial Advertisers, Association of National Advertisers, and the American Association of Advertising Agencies.

My own opinion is that the only way to solve the problem effectively is to charge the same rate per page regardless of the number of pages used in a year. This suggestion may very well raise a hue and cry from publishers as well as large advertisers who believe that there should be incentives for quantity contracts for space both per issue and spread throughout the year. Possibly a fairer compromise answer to the problem is to put a relatively low ceiling on the number of pages that qualify an advertiser to secure larger discounts. A full schedule of one-page advertisements in one year seems like a fair

maximum to me, but there are publications now that accord discounts for considerably larger quantities of space (the volume that is more often within the budget requirements of the merged divisions of a corporation than of the independent operator).

A Multiple-company Rate

The fact remains that at present, for example, a semi-monthly (26 issues a year) has a 104-page discount. A regional publication has a one-time black-and-white rate of \$150, and a 26-time rate of \$100 per page. The one-to-six-time advertiser (very likely the independent) has to pay 50 per cent more than his competitor (a merged division of a large corporation) who is also a one-to-six-time advertiser, but who has cousins in other parts of the corporation using the same medium and who through this tenuous relationship are accorded the 26-time rate.

The **multiple page** rate has become a **multiple company** rate. It is time for a review of this situation. ■

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©1961 Starch Report

1,300,000 ELKS . . . a select \$16 billion market!*

Elks are the community's civic and business leaders . . . among the nation's top earners with a high \$8,709 median income.* They're influential, affluent, men of action—united in the fraternal bonds of philanthropy and fellowship.

THE ELKS MAGAZINE is their personal publication—informs, entertains, moves them—with an editorial package tied to these unique interests. It is the *only* publication specifically designed to attract—influence—sell this select male market . . . without waste or marginal circulation. Get tough with your advertising investment by aiming sales messages at the dynamic Elks market . . . in THE ELKS MAGAZINE.

Send for "The Elks Market" and get the full story.

why isn't your story in . . .



Media Strategy for the Corporate Advertiser

- ☐ *The story behind American Machine & Foundry's development of corporate identity through advertising.*
- ☐ *How enterprising attitude toward media usage adds flexibility, surprise, and impact to program.*
- ☐ *Why choice of basic medium has bounced among business and news magazines, TV, in-store demonstrations, exhibits, supplements, booklets, and general magazines.*
- ☐ *What prompted current use of multi-pager, plus sole sponsorship of a supplement, plus a catalog to sell a corporation.*

IMAGINATIVE USE of corporate advertising can become a most effective tool of top management. It can go way beyond the generally accepted purpose of image-building, and can be so related to specific sales objectives that it is not only a means of building good public relations but also an aid to salesmen in the field. This is the case at American Machine & Foundry Company.

Although there are separate product advertising pro-

grams for each division and subsidiary of AMF, there is also a corporate advertising program designed to throw an umbrella of public interest, understanding, and acceptance over this diversified operation.

The overall program is financed at the corporate level. Stimulated directly by top management of the corporation, it is executed by skilled professionals in advertising, including Victor Ancona, supervisor of advertising services for the corporation, using as the corporate adver-



CORPORATE AD TEAM AT AMF includes (left to right): Frank Davies, vice president of Cunningham & Walsh, Inc., the corporate agency; Victor Ancena, AMF supervisor of corporate services; Carter L. Burgess, AMF president; and Edward R. Corvey, AMF deputy director of planning and marketing. Material on bulletin board represents key elements in \$350,000 Christmas campaign for leisure time products.

ting agency, Cunningham & Walsh.

This fall the corporate program is very much in evidence with a unique splash of advertising that is designed for long-term effect. Included in the package are a series of six pages in the Nov. 17 issue of *Life*, a 16-page supplement in the Nov. 26 issue of the *New York Times*, and merchandising that will relate these two investments to divisional advertising programs. The current effort is typical of dramatic use made of certain media.

To understand how and why AMF develops corporate campaigns like the current one, it is necessary to go back to 1950-51, when the corporation first moved into programs of this kind. World War II was over, and AMF executives, reevaluating their position in industry, found several things to be desired.

Why Corporate Program Started

The corporation had come out of the war as an important sub-contractor. It wanted to continue in government work, but to grow as well in volume of non-government business. It noted the rash of postwar mergers (large companies getting bigger, small companies disappearing) with alarm. It decided that it must grow or be gobbled up — that it must emerge as an important

prime contractor — that it must gather capabilities for expansion, and at the same time spread the work of both its existing and growing abilities. This led directly into the corporate advertising program.

The 1950-51 campaign went into news and general business magazines, a sharp departure for a company which had in the past been almost entirely an advertiser in vertical trade and industry publications. This did not cause, however, any reduction in vertical business publication space. It was a venture in advertising with specific additional purposes in mind. AMF has done corporate advertising ever since, while still continuing consistent vertical business publication advertising through its divisions. These campaigns have grown as the divisions have grown, to the point where AMF divisions are investing more than half a million dollars in business papers.

Help for Defense Department

The first corporate campaign was a direct push to gain acceptance by the defense establishment and by the general public. It was concerned with telling how AMF knowledge was helping to keep America strong, with each advertisement explaining "What It Takes" (the theme of the series) to launch a battleship, build a submarine, silence a pillbox, and achieve similar objectives.



MULTI-PAGE AD in *Life* magazine at top includes page for products of each Pleasure Products division of AMF, and winds up with editor's "Free Holiday Guide," cover of which is shown directly below. Guide is actually pre-print of 16-page supplement in *New York Times*.



The Defense Department liked the campaign.

Some of these advertisements were related to fields in which AMF had both active military and civilian operations, as in tobacco and bakery products. When this was the case, the advertising became a direct sales aid to its own men in the field. An advertisement headlined "What it takes to bake under fire," and showing Army cooks in action, was appreciated by the bakery business as good public relations for bakers as well as the military, and

the AMF Bakery Machinery Division salesmen gained new stature among their customers.

Finding that this kind of corporate advertising could create a favorable and recognizable change in the climate for sales in specific industries, AMF followed the "What It Takes" campaign with another corporate venture in the same media (general business and news magazines). New theme was "AMF products are better . . . by design" and the campaign ranged over varied AMF products, both consumer and industrial, and was successful in establishing AMF as a company with knowledge in diversified fields.

These first campaigns gave the corporation and its executives considerable confidence in the ability of corporate advertising to achieve stated objectives. They also gave divisional advertising executives a better indication of the kind of extra benefits they could count on and make use of so long as the corporation was interested in advertising of its own. Furthermore, experience with these campaigns built up patterns for merchandising, for relating corporate and divisional advertising, for extending the reach of corporate advertising, and for developing sales promotion materials for divisional salesmen to use personally in the field. The stage was set for a dramatic departure in media selection.

An Adventure in TV

In 1952 AMF became a sponsor of the original "On the Bus" TV show, a venture that pushed the corporation into a position of national prominence in the public mind. Morehead Patterson, chairman of the board, was directly responsible for this buy. He felt that the atmosphere created by this show would be exactly what AMF wanted.

In talking over with Mr. Ancona how the show would



How to get 261 Christmas ideas... free from AMF



How to avoid juggling your Christmas budget



How to get 261 Christmas ideas... free from AMF

he used, Mr. Patterson called for commercials in keeping with the high tone of the show itself.

"We don't want pitchmen," he told Mr. Ancona, "there is romance in manufacture. You tell people how something is made — where the raw materials come from, how we convert those raw materials into products they know about, how our people work over those products to add quality values, how we make use of machines to standardize quality and reduce costs — and they will be most interested."

"Take that chair you're sitting on," he told Mr. Ancona. "If you wanted to sell it to me, you'd tell me about the wood in it, how that wood came from Honduras, how it was seasoned, rubbed, polished, fashioned, everything about it. And I'd fall in love with the idea of possessing it, because then I would have a true appreciation of its value and quality. We have the opportunity to do the same thing with commercials on the 'Omnibus' show."

Out of this thinking grew the commercials that pictured AMF bowling equipment in use and the fascinating operation of the company's pretzel-twister.

The Pinspotter commercials on TV gave a substantial boost to bowling. "They demonstrated quickly," says Mr. Ancona, "that the old-fashioned idea of a bowling alley as an undesirable environment was passé — that bowling had become a family affair — that women as well as men bowl — that the establishments were clean, air conditioned, pleasant, healthful places to be enjoyed."

Demonstrations in Other Media

Out of the TV success, demonstration programs in other media were developed. AMF worked up demonstrations of its power tools in hardware stores. The corporation, when it later made use of the Merrill Lynch, Pierce,

Fenner & Smith display area in Grand Central Station, added films that demonstrated the automatic pinspotter.

The corporation co-sponsored "Omnibus" for three seasons (39 weeks total), then shifted all of its attention to the skyrocketing development of the Pinspotter business that it helped start. Since then it has moved back strongly into other corporate programs as new objectives and opportunities have arisen.

Sole Sponsor of a Supplement

In the fall of 1956 there was developed a 16-page supplement in the Sunday New York Times, the first industrial supplement in the Times sponsored by one company. This came into being in conjunction with participation in the Merrill Lynch exhibit in Grand Central Station. Mr. Ancona was looking for an unusual printed piece to give to persons who visited the AMF booth there. His thoughts moved to possibilities of an inexpensive reprint, and that led to the New York Times supplement.

In form this was a 16-page magazine in which editorial-style articles ran past formal AMF advertisements. Between the editorial and the advertisements, AMF was able to tell its entire story — corporate expansion and diversification, plus something of interest to the general public about each of the principal divisions and subsidiaries. There were stories about fashion, about bowling, about do-it-yourself home workshop, about employment at AMF — all of them related to AMF products and purposes.

The New York Times supplement was merchandised outside and inside the organization. In addition to serving as a give-away at Grand Central, it provided each division a piece of corporate literature to send to customers and

AMF Divisions and Subsidiaries

AMF Pinspotters, Inc.

Subsidiary
Westbury, L. I., N. Y.
Automatic pinspotters;
bowling lanes, equipment and
supplies; bowlers' accessories.

AMF Tool Division

Bloomfield, N. J.
Automatic chucks and safety
vises for industry.

AMF Wheel Goods Division

Hammond, Ind.
Bicycles and juvenile
wheel goods.

American Iron & Machine Works Company, Inc.

Subsidiary
Oklahoma City, Okla.
Oil field drilling and production
equipment and well supplies.

Bakery Machinery Division

New York, N. Y.
Bakery machinery and equipment.

The J. B. Beaird Company, Inc.

Subsidiary
Shreveport, La.
LP gas distribution system, high-
pressure vessels, packaged
compressor plants, transports
and silencers.

The Cuno Engineering Corporation

Subsidiary
Meriden, Conn.
Filters for liquids and gases;
automotive cigarette lighters.

Government Products Group

New York, N. Y.
Missile ground support equipment,
weapons systems and components,
and other defense items. Nuclear
reactors, fuel elements and
related equipment.

Ben Hogan Co.

Subsidiary
Fort Worth, Tex.
Golf equipment.

International Cigar Machinery Company

Subsidiary
Brooklyn, N. Y.
Cigar machinery and equipment.

International Group

New York, N. Y.
Export sales, and manufacture
of AMF products abroad.

Leland Airborne Products Division

New York, N. Y.
Alternators, inverters and regu-
lators for aircraft and missiles;
power equipment.

Lowerator Division

New York, N. Y.
Self-leveling dispensers for
food service industry and work
positioners for industry.

Maxim Evaporator Division

Waterford, Conn.
Sea water distillation equip-
ment and home water desalters.

Paragon Electric Company, Inc.

Subsidiary
Two Rivers, Wis.
Electric timing devices and
clock motors.

Potter & Brumfield Division

Princeton, Ind.
Electrical relays for industry.

Research and Development Division

New York, N. Y.
Proprietary research and develop-
ment of new products.

Stitching Machinery Division

New York, N. Y.
Stitching machinery for the
apparel industry.

Thompson-Bremer & Co. Division

Chicago, Ill.
Industrial fasteners.

Tobacco Machinery Division

New York, N. Y.
Cigarette making and packaging
machinery, and tobacco leaf
handling equipment.

Wen-Mac Corp.

Subsidiary
Los Angeles, Calif.
Engine-powered toy airplanes and
other hobby toy items.

W. J. Voit Rubber Corp.

Subsidiary
Los Angeles, Calif.
Athletic and water-sports
equipment; tread rubber.

prospects, and it was sent to new employees, including the whole group at W. J. Voit Rubber Corp., which was brought under the AMF banner at that time. A million and a half reprints of the *Times* supplement were used.

As the New York *Times* supplement became outdated, a new corporate document was created to take its place, a "This Is AMF" booklet carried inside the annual report. The booklet was designed so that it would be effective in telling the total corporate story to stockholders, employees, customers, and prospects.

A current booklet of the same kind, "The Challenge of Change," not only brings the total corporate picture up to date again, but also voices a basic philosophy that the management wants exposed: AMF accepts the concept of change — actually seeks change — stays alert to new needs and new opportunities in all of its operations.

Participation in Own Show

In 1958 corporate advertising moved back into TV in a big way with a "Bowling Stars" show. This show was created by AMF Pinspotters, Inc. as a natural outgrowth of successful use of demonstrations "to move the

product off the shelf" for bowling establishments. It was a series of 26 one-hour films, showing champion bowlers in action. These films became a packaged TV show that was sold as of general interest to sponsors who produced many different kinds of merchandise other than bowling.

The AMF corporation became one of these sponsors in 1958, and used "Bowling Stars" as a vehicle for other AMF product commercials over network TV. It was a natural for sporting goods and other "pleasure products," and AMF was, of course, not averse to the fact that the equipment used in the series was made by AMF Pinspotters. The show is still being syndicated under local sponsorship with considerable success.

By 1959, AMF (once a strictly industrial products manufacturer) was a major competitor in several consumer goods fields. A common denominator among its consumer goods was leisure-time products, and this became a logical general theme for a good part of its corporate advertising. In 1959 it invested in *Life's* year-end issue, built that year around the subject of leisure time. It adapted its copy approach to that particular media vehicle with a large *Life*-like advertisement headlined "A Carload of Fun Comes to Shelby, Ohio." Succes-

"SELL ME IN THE MORNING," says BUFFALO

If you want to sell the families in Buffalo and Western New York, sell them in the morning with campaigns in the Buffalo Courier-Express. The Courier-Express is the paper the whole family "shops."

Local Buffalo advertisers — the men who know this market best — place the bulk of their advertising dollars in the Courier-Express. Here are the weekday lineage figures that prove it:

AUTOMOBILE DEALERS	Courier-Express 71%	News 29%
MEN'S CLOTHING STORES	Courier-Express 73%	News 27%
WOMEN'S CLOTHING STORES	62% Courier-Express	38% News
REAL ESTATE	Courier-Express 53%	News 47%

Source: Media Records

ROP COLOR 7 DAYS

Represented Nationally
by:

NEWSPAPER
MARKETING
ASSOCIATES
NEW YORK,
CHICAGO,
PHILADELPHIA,
DETROIT,
LOS ANGELES,
SAN FRANCISCO



ful merchandising of this advertisement led to others of the same kind, and then to catalog-style corporate advertisements displaying the corporation's line of "family fun" products.

Through this period the major corporate media became magazines and supplements. Out of the experience with catalog-style advertisements in these media a catalog for all of the company's leisure-time products, entitled "AMF Guide to Family Fun" developed. One corporate advertising venture led to another, with media changing as the purpose changed.

"We look on media," explains Mr. Ancona, "as a vehicle of exposure for particular ideas. Which media we use depends on the idea we want exposed. Opportunity leads us to change. It may be beautiful color. It may be a demonstrable idea. We consider this to be the dynamic approach to corporate advertising.

"Corporate advertising does not start with image-building as such. We have goods and services for sale. How we sell determines our image. Good advertising sells merchandise, it is also good public relations, and is also a starting point for good sales promotion work. The essential is to sell."

In 1960, AMF corporate advertising moved back into TV again, this time as sponsor of the "Tomorrow" show over CBS. These were subject presentations on "The Thinking Machine" and "Big City 1980," programs that offered the kind of unusually important setting that Chairman Patterson had found in the early "Omnibus" shows. The commercials were again carefully designed to match the vehicle, and were in themselves broadly interesting films — so much so that AMF made up eight-page booklets in which the commercials were reproduced (in story-board form) for distribution through divisional salesmen and other means.

New Merchandisable Package

All of this experience was brought to bear on the planning of the current corporate advertising venture. Built around AMF consumer products, it nevertheless extends its value over all facets of the corporation's activity. In recognition of this fact, a multi-division signature appears at the end of one of the key pieces in this consumer promotion of AMF Pleasure Products. Even the Potter & Brumfield Division, for example, which makes electrical relays for industry, can benefit from greater acceptance of AMF as a manufacturer of quality merchandise in many fields.

AMF is investing approximately \$350,000 in this campaign. It spends approximately \$6 million a year on advertising and promotion for its leisure products.

The current corporate promotion is built around a concentration of consumer advertising of AMF gift items, a highly merchandisable advertising splurge. It was kicked off with the multi-page, black-and-white advertisement in *Life* that is illustrated on a previous page of this discussion. Santa Claus is pictured as trying Christmas gift items of each of five major AMF divisions on

consecutive pages of the ad, with appropriate AMF divisional signatures at the bottom of each ad. Then on a final sixth page, Santa is shown offering a "Free Holiday Guide" to the whole array of Christmas gift items, with a coupon at top right of the page for consumers to use in asking for the guide.

The guide itself is a preprint of a 16-page supplement published in the Nov. 26 *New York Times*, with AMF as sole sponsor. Cover of the supplement, in color, ties in with the *Life* multi-pager, making use of the same Santa Claus model and theme. The pages of the multi-pager in *Life* appear as separate full-page ads in the supplement. Editorial-style copy opposite each full-page ad is concerned with the divisional products involved in each case. Center spread is a catalog-style exposure of the five Pleasure Product lines for consumers. There is an additional page about other AMF operations. There is also a page (called the Carter Burgess page internally at AMF, because the corporation president thought of it that offers five new AMF products for sale by mail, with a coupon at lower left for ordering. This latter page is a means of trying some new products before they get into national distribution.

Merchandising The Advertising

The corporation also developed promotional materials to be used by divisional advertising teams, if they so desired, in merchandising this advertising to their respective trades. Merchandising kits about the "Santacular Promotion" were made up for each of the Pleasure Product lines, related specifically to "AMF Ben Hogan," "AMF Pinspotters, Inc.," "AMF Wheel Goods." In these kits were placed advance proofs of the corporate advertisements, and an assortment of sales promotion materials: "Advertised in *Life*" counter cards of the page in the multi-pager that featured the division's products, advance-of-season Christmas cards to send to the trade, envelope stuffers, "Santacular News" letterhead, hang-tags to label merchandise as "AMF Ben Hogan," "AMF Roadmaster Bicycles." The result is a package that the divisions were able to pick up and use on their own — tied throughout to the corporate trade-mark.

Obviously, pre-planning and internal selling of the corporate campaign were important factors. It took more than six months to develop from idea to the time of breaking the *Life* multi-pager. Merchandising kits were in the hands of AMF divisional men by Labor Day. The pay-off in sales of AMF divisional products is being felt right now. The long-term results in acceptance of the corporation in both consumer and industrial areas will, of course, be felt for years.

Corporate advertising is a dynamic element in AMF's 10-years' growth into public acceptance. It has found that corporate advertising can be related to acceptance and sales in both consumer products and industrial fields always changing to dovetail with new needs and to avoid the commonplace — always merchandised through corporate divisions and subsidiaries.



FREAK?

No. Different. You'll find a women's magazine—**THE FARMER'S WIFE**—complete with cover in the midst of this leading business magazine.

And for reasons that add up fast with both readers and advertisers. Why?

The nation's biggest business remains a family business. The farms are bigger. Their output is much greater. So is the invested capital. And the cash return.

But ninety-six out of every one hundred U.S. farms are family farms. That ratio hasn't changed in 20 years.

Pop is Chairman of the Board and President. Mom is Vice-President and Secretary. The Board usually meets in the kitchen.

Farm business advertisers need her vote. She needs to know what's happening in the business of farming. She also needs to know how to get the most out of life on the farm for herself and for her family.

Wonderfully effective. **FARM JOURNAL** is subscribed to by more farm families than the next two farm magazines combined. It leads all other farm magazines in advertising investments.

Advertisements As Warranties

By Morton J. Simon
Member of the Philadelphia Bar

- ☐ Supreme Court ruling may lead to others that place new responsibilities on national advertisers.
- ☐ Toni case set new horizons of liability for advertisers.
- ☐ If advertisement says product is safe for particular use, it must be — or else.
- ☐ Generally speaking, objective claims are actionable.
- ☐ Media position less tenable, if FTC has made claim subject of complaint.

"Occasions may arise when it is fitting and wholesome to discard legal concepts of the past to meet new conditions and practices of our changing and progressing civilization. Today, many manufacturers of merchandise . . . make extensive use of newspapers, periodicals, signboards, radio and television to advertise their products. The worth, quality and benefits of these products are described in glowing terms and in considerable detail, and the appeal is almost universally directed to the ultimate consumer. Many of these manufactured articles are shipped out in sealed containers by the manufacturer, and the retailers who dispense them to the ultimate consumers are but conduits or outlets through which the manufacturer distributes his goods. The consuming public ordinarily relies exclusively on the representations of

the manufacturer in his advertisements. What sensible or sound reason then exists as to why, when the goods purchased by the ultimate consumer on the strength of the advertisements aimed squarely at him do not possess their described qualities and goodness and cause him harm, he should not be permitted to move against the manufacturer to recoup his loss. In our minds no good or valid reason exists for denying him that right. Surely under modern merchandising practices the manufacturer owes a very real obligation toward those who consume or use his products. The warranties made by the manufacturer in his advertisements and by the labels on his products are inducements to the ultimate consumers, and the manufacturer ought to be held to strict accountability to any who buys the product in reliance on such representations and later suffers injury because the product proves to be defective or deleterious."

THESE ARE NOT the words of an advertising or marketing man extolling the virtues of paid advertising. They are the words of the Ohio Supreme Court in a recent

case*, one of several which may open a veritable Pandora's box of litigation for advertisers.

Ordinarily, we think of the FTC as the principal "carrier of the big stick" — the policeman of false or deceptive advertising. However, these recent cases (of which the above is but one) should alert advertisers to new horizons of liability for advertising deception.

The above language came from the so-called *Toni* case. The facts of that case were simple and give us a good frame of reference for this discussion. The copy in the advertisement in question was analogous to so many other typical advertising claims.

According to the record, the plaintiff, in reliance on *Toni* advertising, purchased at her local store a *Toni* home permanent set labeled "Very Gentle." She alleged that she applied the product as directed but her hair became "gummy," refused to dry and, when the curlers were removed, "fell off to within one-half inch of her scalp."

(Continued on page 73)



Morton J. Simon

* *Rogers v. Toni Home Permanent Co.*, 167 Ohio St. 4 Ohio Ops. (2) 291, 147 NE (2) 612 (1958).

SRDS Data, Incorporated

Responding to the complex informational needs of business, advertising and marketing, offers complete research and data processing services.

Through its **MATEC (Media Allocation Through Electronic Computers) Division, SRDS DATA, INCORPORATED** applies automatic data processing methods to provide sales and advertising management with penetrating media and market analyses.

For sales and advertising management, MATEC provides a way to:

- Obtain more extensive, refined and timely data with which to plan and evaluate the effectiveness of media strategy
- Gain access to important data far more efficiently than possible by manual methods
- Store data in machine language for maximum accessibility at any point in time
- Realize the full benefits of automation without the rigors of selecting, purchasing, installing and implementing an "on-premise" processing complex

**SALES & ADVERTISING
PLANNING & EVALUATION**

Use MATEC for these key functions:

- Appraising Sales Efforts
- Planning Sales Campaigns
- Pre-Testing Ad Strategy
- Planning Ad Campaigns
- Evaluating Ad Expenditures
- Setting Ad Budgets

For examples of specific

MATEC applications, see reverse side ...

Cross-Section of MATEC analyses as prepared directly for each sales, distribution, or other specified marketing area:

- Ratios relating intra and inter-media expenditures to past, present or potential sales, consumer spendable income, market size or distribution levels
- Media coverage patterns generated by specific campaigns or schedules
- Ratios relating intra and inter-media coverage patterns to sales
- Cost per thousand delivered circulation
- Advertising expenditures
- Territorial rankings in terms of sales delivered as related to advertising pressure
- Territorial rankings in terms of percent sales change as related to change in advertising pressure

Cross-Section of data available on the county level and maintained in machine language by SRDS DATA, INCORPORATED for use in preparing MATEC reports:

Population
Households
Consumer Spendable Income
Consumer Spendable Income
per Household
Passenger Cars
Farm Population
Farm Households
Gross Farm Income
Retail Sales

Retail Sales by Store Type
Food Stores
Drug Stores
General Merchandise
Apparel
Home Furnishings
Automotive
Filling Stations

Retail Sales per Household
Circulation and Coverage
of Major Media

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SALES & ADVERTISING
PLANNING & EVALUATION

FOLD ON DOTTED LINE

pared Advertisements as warranties...

(Continued from page 70)

Advertised Cigarettes Claims Ruled "Express Warranty"

An express warranty was the basis of a ruling by the third circuit court of appeals in Philadelphia against Liggett & Myers Tobacco Co. on November 1, 1961, that brings cigarette advertisers face-to-face with this legal matter.

A negligence claim had been brought against L & M by Otto E. Pritchard of Pittsburgh, alleging that he had incurred lung cancer as a result of smoking Chesterfields. A U. S. district court had decided in favor of the tobacco company, and the third circuit court in Philadelphia reversed this decision. L & M has now filed a petition for a rehearing, and can also carry the case to the Supreme Court if the rehearing is denied.

The decision in Philadelphia stated

that "the evidence clearly points to an express warranty, for the defendant, by means of various advertising media." It further said that Chesterfield advertisements "repeatedly assured the plaintiff that smoking Chesterfields was absolutely harmless," and pointed to such advertising copy as "A good cigarette can cause no ills and cure no ailments," and "Nose, throat, and accessory organs not adversely affected by Chesterfields."

As to whether it was reasonable for Mr. Pritchard to rely on these advertised claims, according to the Philadelphia ruling, was a matter for a jury to decide. It then went on to say: "From the evidence the jury could very well have concluded that there was a breach of an implied warranty of merchantability."

Suit was brought against Toni on three grounds including alleged breach of an "express warranty." As the Court pointed out, the question for decision was whether a purchase of a product, claimed in its advertising to be "safe and harmless," could sue the advertiser "on the theory of an express warranty."

In the vernacular, the Court held that "the customer was right."

At the same time, in fairness to the product, we should realize that the Court was dealing only with a question of law and not with the eventual question of whether the Toni wave set actually caused the hair damages alleged.

Our courts have struggled for years with what the law calls "product liability cases." These are premised on various legal theories.

If liability exists by virtue of language in an advertisement, we are usually dealing with cases involving alleged breaches of express warranty; and this is the kind of problem we have here. For example:

An advertisement for an automobile talked of "a rugged fortress of safety" and of "an improved seamless steel roof." When a purchaser of the advertised car was injured in the car because the roof was not solid and seamless, he recovered directly against the advertising manufacturer.

The extent to which some of the cases go is illustrated by one involving an advertisement for "boned chicken." A newspaper advertisement pictured a can of the product and carried a blurb which included the words "All luscious white and dark meat. No bones." When a purchaser swallowed a bone and sued the manufacturer, recovery was allowed.

In a tire case, the advertising emphasized the "safety and blow-out protection" afforded by the tires. Relying on the statement in the advertisement, the plaintiff bought the tires which did in fact blow out, causing injuries. The injured customer again recovered from the manufacturer.

The rule may be stated to be: If the advertiser represents, in

advertising, that the product is safe for a particular use, the advertiser will be held responsible if any injury results from the contemplated use, even though the advertiser may be a national manufacturer whose product passes through several hands before it reaches the consumer.

"Privity" No Longer Protection

One of the bogeymen in this area of the law has been something called "privity of contract." This, in effect, meant that a customer could not claim a breach of an express warranty against anyone except the dealer from whom the product in question had been directly purchased. The consumer could not leapfrog over the dealer to the manufacturer.

This doctrine has weakened considerably. It is now generally held (aside from the effects of advertisements) that foodstuffs and medicines, particularly when sold in cans, capped bottles and other sealed containers carry with them a warranty which may be enforced by the ultimate consumer against the manufacturer or producer "regardless of privity of contract." The Toni case extended this rule to cosmetics.

Since cosmetics are intended for use on the human body, it seems this extension is quite reasonable.

But liability growing out of an advertisement has been enforced in many cases dealing with products other than those intended for use on the human body.

It has been applied, for example to such disparate things as boilers, automobile brakes and other parts, disinfectants, fertilizers, lighting systems, heating systems, veterinary items, insecticides, ladders, mattresses, motor vehicles, tires, rope.

This does not mean that an advertiser (and possibly the media also) is liable to a customer in every instance in which the product may injure him. Some of the cases draw a distinction between factual misrepresentations on the one hand and old-

(Continued on page 74)

Advertisements as warranties...

(Continued from page 73)

fashioned "puffing" on the other. The latter is variously referred to as "seller's talk" or "dealer's praise."

In a case involving bread, the copy described the product as "sweet, healthful and tasty." This was held to be only "sales talk" and the advertisement did not give rise to liability. Similarly, an advertising reference to "an excellent furnace" said to be "ideal for your home" was held to be only puffery.

This is, of course, in line with the traditional judicial concept (the FTC takes pretty much the same position) recognizing puffery as permissible in selling merchandise.

The problem here is: where does puffery end and actionable language begin? Generally speaking, objective claims are actionable but subjective claims are not.

However, we must realize that "caveat venditor" is replacing "caveat emptor." It is therefore a reasonably educated guess that courts may be less likely to construe a given copy claim as mere puffery and more apt to consider it as an actionable misrepresentation.

Also, the "consumer movement" is gaining headway throughout the country. We lately have seen the introduction of the Kefauver-Celler Bill for the establishment of a Department of Consumers at the national level. Fourteen states already have "Consumer Counsel" (whether under that name or some other) and there is much talk of a similar billet being created as part of the White House staff.

This climate can do nothing except to presage also the same future trend as stems from "caveat venditor."

Effect on Media

The effect of these cases and this climate on the media is not too clear. We have not found any case as yet specifically holding media responsible to an injured user of an advertised product.

However, at least one case (involving the Rochester Times-Union) has

held that a newspaper has an affirmative duty to refuse to carry deceptive advertising. This case did not directly involve our question, however. This doctrine, if carried further and if a plaintiff could show that the media knew the claim was false, could well be the basis of recovery against the medium.

There is a protective analogy (for media) in the FTC Act. Under Section 13, the FTC may obtain preliminary injunctions against deceptive food, drug, and cosmetic advertising if the Commission "has reason to believe" that such injunction "would be in the public interest." Under Section 14, if an injunction would delay the publication or delivery of an issue of "a newspaper, magazine, periodical or other publication" innocently carrying the allegedly enjoined advertising, the injunction may exclude such issue from its mandate.

Also, publishers and broadcast licensees are exempted from the special criminal provisions of the section if, on FTC request, they give the name and address of the advertiser or advertising agency responsible for the advertising in question.

This seems to posit a special treatment of media. It makes a lot of sense. Media certainly are not usually able to run down the technical validity of every claim for every product whose advertising is submitted. To hold media liable would be an inexorable burden.

If the media have notice (through the news releases of the FTC, for example) that a particular claim is the subject of an injunction or complaint proceeding, the media's position would be less tenable should it continue to carry the questionable advertising.

That this may not be an idle concern is obvious from the proliferation of media refusals of advertising, especially if it is under FTC attack. One current example: stations in various cities are refusing spots of a new product under such attack. Based on past performance of these stations, their reason is not merely an effort to be part of the current "truth in

advertising" movement. It is because as one station executive put it to me "if these claims are really false and somebody is hurt using this stuff, we could get into a real jam."

Technicalities of Liability

Even if the description of the product and the instructions for its use are completely and clearly false, the advertising is not responsible — by virtue of the advertising, at least — unless the injured purchaser relies on the advertising. On the other hand, it is not necessary for the plaintiff to prove that he relied upon a specific advertisement of the manufacturer and bought the product because of that commercial or advertisement.

In a case involving Arrid, a federal court pointed this out by saying that in an age when "corporate beauticians" daily proclaim the virtues of their products "through every known medium of communication," it is enough for a plaintiff to establish that the advertiser's repeated assurances and assertions of safety came to her attention and that she relied on them.

One other matter complicates this picture.

Ordinarily, violation of a relevant statute will give rise to civil liability in a damage case. This is here pertinent because some 45 states have "truth in advertising statutes" on their books. These are usually one of the other versions of the *Printers' Rule* statute. Only within the last few months a similar law was adopted in the state of Washington.

Actually there is very little case law on this subject. We may anticipate, however, that this ground for recovery will be used with increasing frequency in the future and that a false advertisement, relied on to the purchaser's detriment, will be considered as actionable because it violated the statute against deceptive advertising.

All in all, it seems clear that advertisers and the media as well should be ever more scrupulous about the merits of their copy — if only for the purely selfish reason of financial self-protection.

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December 1981



15 more working men for every dollar

ANOTHER **PLUS** FOR YOU IN CHICAGO'S

You can buy 530 Chicago working men for a dollar with the Chicago Sun-Times/Daily News combination. The next best combination gives you only 515. Difference: a plus of 15 wage earners for every ad dollar with the "Top Two" combination.

You could dig for Chicago's working men with one newspaper. But even the biggest daily in town misses 3 out of 5.

That's why, in a big town like Chicago, it takes two newspapers to do the job. And in every

major buying category, the Top Two for the money are the Sun-Times and Daily News. Your local rep has the facts (compiled in consultation with A.R.F.). Ask for them.

CHICAGO: 401 N. Wabash Ave., Whitehall 3-3000

NEW YORK: Time and Life Bldg., Room 1708, Circle 6-1919

DETROIT: Buhi Bldg., Room 1026, Woodward 3-0930

MIAMI BEACH: Hal Winter Co.

ATLANTA

LOS ANGELES

SAN FRANCISCO

Sawyer-Ferguson-Walker Co.

TOP TWO

FOR THE
MONEY

CHICAGO
SUN-TIMES

CHICAGO
DAILY
NEWS

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NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With general merchandise sales totaling more than \$154,000,000 last year, San Diego County, California, ranked 36th among the nation's 200 leading counties in that category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	\$154,145,000
RAMSEY (ST. PAUL), MINNESOTA	\$143,472,000
HARTFORD, CONNECTICUT	\$135,033,000
MONROE (ROCHESTER), NEW YORK	\$124,496,000
BEXAR (SAN ANTONIO), TEXAS	\$117,645,000

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union

EVENING TRIBUNE

"THE RING OF TRUTH"



Copley Newspapers

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.
REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

Mathematical Programing in Media Selection

IT LOOKED when the titles were announced as if there might be a head-on collision in the media-planning area of the AAAA Eastern conference between BBDO and Y&R. Herbert D. Maneloveg, vice president in charge of media at BBDO, was to talk at the research meeting about "Mathematical Programing for Better Media Selection." He was to be supported by an able cast. William E. Matthews, vice president and director of media relations and planning for Young & Rubicam, was anchor man for the session on media buying, and had as his topic, "There's Always a Set of Numbers That You Don't Have."

This was all the more interesting when it was realized that Young & Rubicam has a 17-unit Univac system, the most complete in the agency business, installed in its headquarters, while BBDO, although it has been working with an independent computer firm, will not have its own machine until sometime in 1962.

Interest was also whetted by the fact that BBDO had heralded its presentation by a full-page newspaper advertisement the morning it was given, and a press conference the previous week.

The whole morning research session was devoted to "mathematical programing for better media selection," and all the personnel were from BBDO or associated with it in the project that was being discussed. They were Clark L. Wilson, vice president in charge of research; David Learner, associate director of research; William Cooper, professor of economics and industrial administration, Carnegie Institute of Technology; Abraham Charnes, professor of applied mathematics and economics, Northwestern University; Milton Godfrey, director of operations research for C.E.I.R., Inc., and Darrell B. Lucas, head of the marketing department of New York University and a long-time BBDO consultant.

No Basic Conflict

When the dust had settled, however, it appeared to at least one observer that there was no irreconcilable conflict between Y&R and BBDO. The reader can best determine that for himself, for the addresses by Messrs. Matthews and Maneloveg are presented on subsequent pages.

Mr. Matthews, speaking on Tuesday, maintained "... the reality with which we must deal is the communicative substance of the media which are our concern," and these involve creation, emotions, ideas, hopes, and desires. There comes a point where the planner "must cease playing statistician and begin thinking. With all the possible data at his command, he must still exercise human judgment."

Mr. Maneloveg, on Thursday, in describing how the practical media man handles the output of computers, concluded, "Quantitative factors of input are only half the story. Qualitative or judgmental factors are also needed. ... There must be decisions on the impact value of all media, judgments on the effectiveness of space units and commercial lengths. ... The qualitative value of a medium is different for every product, and this changing value index should be fed into each problem." He added that a main virtue of linear programing for BBDO was "... it gives the buyer time to apply that judgment."

Any reader who wants to know the efficacy of linear programing and details of the BBDO application of this technique to media planning with the aid of computers should get copies of the research meeting talks from the AAAA.

The BBDO Procedure

In essence, the BBDO procedure for media selection and scheduling is as follows. It is based upon the development of a Rated Exposure index.

Rated exposure is expressed in points, and is computed separately for each advertising unit, as for a page of advertising, and separately for each product or service. It is the combination of three sets of values all expressed numerically: 1) *Market profile* characteristics, as the age, sex, occupation, and so on of customers; 2) *Audience profile* characteristics, which are data similar to those in the market profile, but relating to the audience of the media considered; 3) *Qualitative media judgments* of each advertising unit in respect to editorial climate and other factors which might enhance the value of the advertising being in the medium.

Before the media schedule can be developed various restrictions must be considered. One is the client's *advertising budget*. Others are called *environmental*, as, for instance, the simple fact that a magazine may have only 12 issues a year, hence cannot be used more than a dozen times. There are also various *judgmental factors* that have to be applied to a schedule, as that one medium may be desirable to use because of its merchandising aids, or because it has been found effective in the past.

When the media schedule has been constructed tentatively on the basis of budgetary, environmental, and judgmental factors, it is examined in respect to the number of Rated Exposure points it produces. The schedule can be compared with alternative schedules, which, for instance, might include different advertising units and in different media, but the Rated Exposure point total will show how much is gained or lost in such changes.

Mr. Maneloveg told MEDIA/SCOPE that this programing is being used on some client accounts, but that interestingly, on one large account to which it was applied the media schedule came out very little differently from its execution by the old manual method. ■

There's Always a Set of Numbers That You Don't Have

- ▶ *Not all questions have been answered, nor will they be.*
- ▶ *Media selection a response to life, not an engineering problem.*
- ▶ *Human planning—with statistical help—not computer mechanics, is the key to creative selection.*

By William E. Matthews

IN MEDIA SELECTION there are always sets of numbers which we do not have. Perhaps the specification should be phrased a bit more broadly, — that there are always media measurements which we do not have. For not all our measurements are numerical, nor can all relationships be reduced to quantitative factors.

Still, we have a great many numbers which are very useful. We have been accumulating them at an astonishing rate in recent years, so that we have at hand today a variety and multiplicity of data not imagined 50 years ago. Then we could not always be sure of the validity of rates; much

less the definition of values. Responsible measurements of circulations were just being established, when publications were the only media we had cause to measure.

The reasons for this present plethora of numbers are well known. Media have grown and, in growing, have become more complex. Not only have magazines increased in circulations and in titles but also in ways of purchasing, in space forms, and in audience specifics. Outdoor has reached a welcome stability as a nationally employed advertising and marketing tool. Two new media have been invented — radio and television — bringing into consideration their special techniques of communication and the need for methods of measuring their values quite different from those to which we were previously accustomed with publications.

Media Choices Difficult

This mounting complexity has inevitably made media choices more difficult. It has forced the buyer into asking more questions and seeking precise answers. It has resulted in competition among media to give these answers to their advantage. New measurements have called for new research organizations securing and analyzing media data. Agencies have set up their own research and statistical services. Down on the media

buyer has descended a whirl of figures, projections, exhibits, and documents out of which he must bring some order of evaluation in doing his job efficiently.

At the same time, there has been a marketing revolution which has likewise called for more precise and varied information on products, sales, consumer habits, and attitudes, and the application of these data to the uses of media. Manufacturers in the last decade or more have become increasingly conscious of their competitive problems and selling necessities. The result has been a continuing closer examination of industry situations, particularly the local weight of markets and the need for matching advertising efforts to the product's specific sales needs and objectives. So the media man has had to become in many ways a marketing man, understanding the full range of merchandising and the role of media in the entire process. Another mass of data has become his concern.

Finally, the techniques of research, born as pure science in academic laboratories, have come forth from the campus to offer themselves as practical tools in advertising. The means have appeared to effect the ends, and as questions have been asked and precise answers required, research in media values has expanded to meet the occasion. Thus the media man finds himself in the midst of a world



William E. Matthews is vice president in charge of media relations and planning at Young & Rubicam. This is his presentation at the media buying meeting of the AAAA Eastern conference in New York.

he never made but which he must adjust to and operate in.

Unanswered Questions

You would think that with all these sources of media evaluation pouring forth facts and figures, the media planner — whatever his problems of directing the flow into appropriate decisions — would have no problem about enough and overflowing. And yet there are always sets of numbers we do not have. In spite of all the activity in statistical compilation, in research, and in analysis, we never have all the answers.

For example, first, there are measurements which we think we have but really don't. To be specific — audience numbers. Of course, we have numbers: this magazine has these millions of readers; this program had so many millions sets turned on a few weeks ago; it accumulated practically every household in the country over four transmissions; and so on.

It is true that these figures have been arrived at by a sampling technique which I understand is considered valid by research authorities. But we must not forget that what has resulted is a percentage of a sample, which we then project to the population or some other universe. Having made this projection, we proceed to treat the numbers we have calculated as if they were a substantial fact, and quote them with authoritative confidence. It is not the research technique which is at fault, but the way in which we use the figures, asserting them in situations and relationships where logically they may not apply.

Broadcast Ratings

Take spot broadcast ratings. The rating assigned to a station-break spot is an artificial quantity, a sort of average of preceding and succeeding program ratings, which becomes inapplicable the moment adjacencies change. Suppose you are buying spots in August for late September scheduling. You have no record for the fall, because that is the future;

programming is not fully set, new shows are involved, and you are dealing with a radically different group of factors from those on which you have measurements. You can't use the latest ratings you have, perhaps for July, since you know the summer is no precedent. So you go back to April or May, do all sorts of calculations, and come up with a justification for your purchase which is, to say the least, a bit curious.

Then there are measurements which we know we need and do not have; for example, some way of relating values among various media. We have used the words "apples and oranges" so often it is a wonder our tongues are not in a constant fatigue of embarrassment. That some day we shall have a valid way of comparing different media in a number of important respects I have no doubt, but until that day the choice of one medium as against another cannot be a decision on equivalent data.

Differences in Communication

Third, there are measurements which we don't know we need and do not have. I am thinking particularly of how little we actually understand about the nature of the media we are trying to use. Recently on another occasion I said, "Sure — one sees. Certainly — one hears. But what do seeing and hearing mean, in this circumstance of communication, or that? What are the psychological differences between communication by sight and by sound? What is the human response to the newspaper as contrasted with the radio, and why? How can we be sure that for one advertising purpose it is better to use one medium rather than another? And so on — many questions, none of which we can answer except by superficial guesses.

"There are subtleties to these questions which we do not fully realize. Perhaps in certain academic laboratories experiment has given some clues, but the pure scientist is scarcely concerned with the problems of the advertiser. What we really need is a basic program of research to discover

and define how each medium communicates to the human mind, and how to apply these special communicative values to the problems of persuading human beings to action or thought."

Now — presume we had all this: all the sets of figures we know we now need, even all those we can imagine as of this time we should need. We still would never have everything; for we are in a changing, living business, wherein one step leads to another, one solution poses another problem, one door closing means another opening. Always the margin of our vision will move before us.

I am glad that is so. I hope we never get all the facts and figures we need, that there always will be sets of numbers which we do not have.

Undoubtedly there are many who would be most content if there were a pat answer to every question; formulas always handy to be applied; and the assurance that some research legerdemain would invariably provide a solution. Such expectation is the refuge of the unimaginative and the insecure. It is the evasion of those who neither understand nor believe in advertising.

A Response to Life

Admittedly to counsel the expenditure of millions of dollars in an act of persuasion is a considerable responsibility. It requires honesty and as much applicable knowledge as can be asserted, but it demands more than that. *For media selection is a response to life; it is not an engineering calculation. The moment we are able to put it all on punch cards, the moment we cast our lot on a tenth of a percentage point or on five cents of cost per thousand, the moment we run a linear model through a computer and believe we have the final answer, that moment we have departed from reality.*

For the reality with which we must deal is the communicative substance of the media which are our concern. Of course, we can measure certain dimensions and reduce certain values

to arithmetic indices. For those ready counters we can be thankful. But there are still the editors, the writers, the artists, the actors; there are the readers, the viewers, the listeners; there are emotions, ideas, hopes, and desires. And with all due respect to the commercial reference of Viennese fatuities, we have not yet found a way to put these into Arabic numerals.

Even if we could on a given day do so, and thus balance our books, the next day an editor would change his mind, the viewing eye would spy a pleasanter prospect, a thought would occur to someone. Then what would all our statistics and research mean, except as a record of past uncertainties?

Exercise of Judgment

The past may speak to us of the future, but the past is not the future. Every recommendation a media planner makes can go just so far on the bases of previous knowledge; he can have a reasonable confidence that particular patterns of circulation or reading and viewing habits or editorial direction will be maintained; beyond the stability of those patterns he is on his own — there are no sets of numbers.

So at this point he must cease playing statistician and begin thinking. With all the possible data which have been accumulated at his command, he must still exercise his human judgment. He must make relations which the tabulator cannot make. He must interpret quantities; he must discern trends; he must appraise qualities of editorial direction, go behind the printed page to the editorial mind; he must risk new untested means; he must imagine uninvented forms and unexpected ingenuities of scheduling. He must have not only the dimensions but the understanding of markets. He must feel in his bones what media are and be willing to gamble on that feeling.

I look for the increase in data to release the planner from wrestling with numbers, to marshalling ideas; to sit at his desk and plan and plan and plan — and won't that be fun! ■

Mathematical Programming

By Herbert D. Maneloveg

CONTRARY to the popular misconception, linear programming will not be replacing me or my department; instead, it will be expanding media's scope, broadening our acceptance, and making the selection of media as important a function as the preparation of copy itself. And to those who quake in fear that the judgmental factor in media selection will be lost, I say the biggest complainers so far seem to come from the agencies whose media departments walked away from judgment long ago and are now buying only the biggest or the cheapest.

Mathematical programming is the

natural evolution of the media man's craft. Rather than offer a revolutionary concept, it merely presents a mathematical translation of a buying process that, within certain circles, has been moving forward in sophistication and enlightenment during the past decade. With this technique, the purchase of space and time now becomes inexorably, totally related to the clients' aims, the products' market, the brands' specific potential. Certainly clients and agencies (BBDO included) have been threading their way along this path of correctly matching media to markets.

Marketing Knowledge

Marketing knowledge has grown rapidly, and an agency is only as successful as its ability to explore and interpret that knowledge. We now know or possess capabilities of knowing more and more about the customers of the products we advertise. We can ascertain where these buyers live, what is their make-up, how much they buy of the brand in terms of heavy users, light users, and medium users. We are learning to break out the repeat purchaser from the infrequent buyer. We determine seasonality patterns and can plot advertising to sales ratios by districts and regions. We have a firmer fix on the patterns of our competitors. Within a household or an industry itself, we are learning



Herbert D. Maneloveg is vice president in charge of media at Batten, Barton, Durstine & Osborn. This is only a slight reduction of his presentation at the research meeting of the AAAA Eastern Conference in New York.

Program Better Media Selection

- ▶ Goes beyond the numbers themselves and positions judgment as a key part of the media mix.
- ▶ Gives the buyer time to apply that judgment.
- ▶ Gives media department freedom from the avalanche of statistics.

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not only who makes the purchase but who initiates the purchase and, hopefully, why they buy. All these data are within our grasp. We must make sure that we always reach out for them. Not only for the large accounts but for the small ones as well.

Once the client and his agency (in concert) deliver this marketing direction, once they can numerically document the demographic and geographic patterns of their consumers, and can place a *weighted value* on these people, the job of the media man takes on new meanings. For not only is his assignment that of selecting a media plan at a given budget allocation, but in making sure that the plan delivers the maximum number of prospects for the product, prospects not only in total numbers of homes reached, but specifically against the people most liable to purchase. I hold no brief against the creative, judgmental media purchase. BBDO has had its share of them and will have many more. But I do not want to make the buy and have 40 or 50 per cent of it going to unlikely customers.

Data on Media

Within media themselves, a great volume of source data we are presently using speaks to the feasibility of mathematical or linear programming. The challenge is to build a program that places the audience delivery of

all media vehicles and opportunities into the same indices as our marketing data. Within the realm of print . . . Starch data, the Politz studies, the new Nielsen Media Service, Audits and Survey material, the "Rochester Study" . . . all attempt to measure quantitative information beyond sheer total numbers. They dig into the complex make-up of those numbers, just as the new realm of marketing delves into who actually is doing the purchasing. In the field of television, Arbitron, Nielsen, Trendex, Pulse studies, and others measure not just the end number, but who make up that end number. Therefore, in using our technique the media man is doing the same thing as he has been doing most recently. *He is endeavoring to match a media mix with the marketing profile of his product.* And in comparing vastly different media, he must take into account all different, seemingly conflicting research data, yet develop one set of numbers that places all on a similar, numerical index. BBDO, after a year and a half of study, now feels it can estimate the true audience delivery of most vehicles, and on a demographic and geographic basis, as well. These data are then handed to the media man for all his numerical comparisons. And with the use of electronics he is able to handle more comparisons, more adjustments simultaneously than is possible for any group of media

analysts. *Using linear programming adds no magic to what he is doing, it is merely systematizing or automatizing the methods of the media man.*

Speed of the Machine

Because of the speed of the machine and its ability to scan its entire memory virtually instantaneously, we have a much greater scope of analysis than was available before. Through this electronic system, the matching process is simplified. So why not get on with it, rather than talk about it?

Let me re-state it a different way: *One of our first jobs will be to determine properly if the media facts input is equal to the marketing information available.* Or, as is most often the case today, if the marketing data available for input are of enough value to be worthy of computer effort. It has been stated many times that the key phrase is "input factors." Linear programming is operational *only* if we build a firm marketing profile to place in the machine.

By marketing profile, I don't mean the vague statements present in many plans today, statements that we want to reach women between the ages of 20 and 50, or young households living in suburbs, or we want to talk to Decision Makers. Strangely enough even this form of profile is sometimes lacking! To deliver a properly struc-

Mathematical Programing

tured media plan we need to know user profiles by as many demographic and geographic criteria as possible, and weigh those people in relation to volume potential. This calls for more work on the part of the account man, the client, the marketing department. If media loses people because of linear programing (which I doubt personally), they will be offset by the added work placed on other departments.

More Data from Clients

Perhaps computers can impress upon balky clients the need to supply more information, to seek more knowledge faster, and to welcome more agency searching on who buys and how much. One of the tragedies of marketing and media planning today is the client who feels that the information he has concerning his products is private and exclusive to him and is reluctant to inform the agency of his sales data. Equally tragic is the agency that doesn't ask. Linear programing will show that without proper marketing information we are powerless to deliver the best media plan; we can only be groping rather than skillfully matching media to markets.

Let us assume that the client has, is willing to give, or the agency has secured the proper marketing information. Now the media man's job takes on the new face we have been talking about. His task is to see that all the media vehicles available are properly measured and all on a similar quantified base. The new media man in an age of linear programing will spend most of his time determining the true audience of a vehicle. The strictly clerical function of day-to-day media comparisons will fade (that job will fall to the computer), and in its place will be a more thoughtful, realistic evaluation of what constitutes the audience able to perceive a message in a print or electronic medium. All studies must be examined, pored over, fully interpreted . . . none laid aside because they don't fit a thesis or a prejudice. We don't rely on one study but the amalgamation of all. All are

meshed together to arrive at one set of figures that spell out the actual delivery. We are then no longer a Politz agency or a Nielsen agency. Rather we are an agency that mixes all tools to arrive at the best tool.

Comparable Audience Base

BBDO is presently working on a comparable total audience base for all media, whether it be a text publication, a half-hour show, an outdoor showing, or spots in the top ten markets. We work continuously with all researchers to delve deeper into who really watches or reads. Household viewing of TV becomes somewhat less important; the key is *who* in the household is actually watching the commercial. Granted upper income homes receive Magazine A, but who in that household reads it, and how often? The newspapers in the country today have a momentous job before them (and so do we, working with this advertising vehicle). For circulation figures alone become unimportant; *the key is who makes up that circulation and do they read our ad if it's on the sports page or in the main news section?* In all this information, the quantitative data must be studied, evolved and put on a common quantified base.

As I stated earlier, BBDO has been doing this. Other agencies do so also. I'm sure we will not agree on each set of figures, just as we don't today. But every agency should try it; it's an education in itself. It certainly places the bombast of certain audience and efficiency claims in their proper perspective. And once accomplished, we do not just sit back; we must continually study new research, new audience data, revise our input information, and strive to make sure the apples-and-oranges information we have before us is properly stewed into a palatable, comparable plate. *To sit back and cry that you can't mesh various studies into one organized set of data is absurd. We do it in our discussions every day; why is it wrong when you give it a numerical index and place it in a machine?* Intelligent people understand the limita-

tions; the advantages outweigh them by far, we believe.

Judgmental Factors

Quantitative factors of input are only half the story. Qualitative judgmental factors are also needed. They are an equal part of the overall linear programing scheme. There must be decisions on the impact value of all media, judgments on the effectiveness of space units and commercial lengths. Here the media man must work with copy people, account executives, promotional and research experts to arrive at a numerical impact value for the media alternatives before him. This he also does every day now; his only new venture is in quantifying those judgments. And above all, the media man must be a true realist. The qualitative value of a medium is different for every product, and this changing value index should be fed into each problem. The method of arriving at this base is time-consuming and complex, but is an integral part of the operation. Our system of arriving at qualitative judgment indexes is exclusive to us at this time. I'm positive other agencies will differ in the method and spend months and years debating the feasibility of this idea. After all, it's a bit downgrading to admit that one's all-powerful judgment might be mixed or equated with someone else's. But it should be incorporated into the problem, if at all possible.

Black-and-white pages might be adequate and acceptable from a judgmental basis for an industrial advertiser campaign, but it would fall far down the scale for a food product. Single columns have a place in the media spectrum for a kitchen utensil but a spread may only be the way to go to introduce a product that demands that kitchen utensil.

If the product has a strong competitive story to tell, ID's or 20-second commercials might be illogical; however, if the product has a billboard quality and frequency is of prime importance, perhaps the same ID can be as effective as a minute commercial. All these judgmental factors can and are placed into our machine.

Added to this is the "political" buy, the corporate network allocation, competitive counter-maneuvers and many others. But here I strongly state that if this information cannot be mathematically-fed through input factors and quantitative indexes (and some of it cannot) we must be on hand to apply it at once when the answer comes out. *For we must always remember that linear programing does not offer the complete solution, only a direction.*

Restrictions of a Problem

In the same light, restrictions are fed into the problem as well. A media man must determine within the framework of his total budget what portion of the total dollars logically should go into a magazine effort, a spot budget, a TV corporate pool. He must determine there should be no more than so many dollars and no less than so many. The media man may determine, through his restrictions, that three shows must be used in order to have representation on all company-owned properties and in order to deliver a desired reach factor. Or he may determine that no more than 50 per cent of the magazine exposure should be directed to women or that only 20 per cent of a spot announcement campaign should be directed towards men.

All these factors are restrictions that a media man must think of in building a problem, and he must see to it that these restrictions are properly placed into the machine, or if not, are studied after the output is delivered to him. As you can see this doesn't make our job more easy, it merely makes good media men more necessary.

Saving of Time

As we have said in earlier parts of this session, linear programing will save time, but will make that time saved a more valuable tool to the agency and client. We will become less a buyer on strict cost per thousand alone, or on total audience alone. We will be made to apply

logic, to apply judgment, to know our market, or insist that we be supplied with more information. Hopefully, no longer will we be buying media plans or building media plans in a whole or partial vacuum.

Mathematical programing is a necessary step towards greater and sounder media planning. It will place the numbers and cost justification into an electronic, mechanical box and leave us available time to study and ponder the proper value of a vehicle in terms of *impact*. And after all, this is direction we must eventually head, to measure how many people not only see the ad, but act on the message. *Linear programing will help towards that end, separate us from the numbers and put the emphasis on the impact.* The wise media man, the astute agency, the understanding client eagerly await its inception.

The experiments we have been conducting show that we are headed in the right direction. We have spent over six months to prepare a number of linear programed examples. Once the numerical audience factors are placed in the machine they are there for us to use over again on different problems, and (in time) under proper programing each ensuing problem becomes less and less a chore. We will have, in the end, enough information to crank out all possible alternatives and solutions for us to then sit and judge the best solution, to change mixes, to comprehend finally what exposure factors are sacrificed because of a desired change in direction. From this information the media man can sit down and write the plan, confident that he is fortified with numerical information and assured that he has had time to weigh all the factors of quality as well.

Data Needed

In summary, the media man becomes an expert in certain data requests to solve the problems before him.

1. Most important, he must be able to secure marketing profiles for the product for which he is responsible. If he does not have this information

he must be able to initiate enough information in order to establish a background for his media direction.

2. While establishing the marketing profile he must secure audience profile data on a comparable base so that he can match his media to the marketing information.

3. He must be able to formulate a qualitative media evaluation index for all of the vehicles he has considered either as input information or ready to be applied once the exposure results are delivered.

4. He must be able to put into the machine all pertinent media costs, not just one time costs but corporate costs, discounts, and all possible combinations of costs.

5. The media man in an era of linear programing must be able to ascertain the judgmental and environmental restrictions necessary to substantiate or manufacture a media plan.

Rather than be afraid that media buying, because of mathematical programing, will be totally numbers-oriented, competing media should realize that *linear programing as we have outlined it goes beyond the numbers themselves and positions judgment as a key part of the mix itself.* And it gives the buyer time to apply that judgment. We can now take into account the promotional needs of the brand, the merchandising pluses of each vehicle, their editorial environment, specialized groups in which to place added weight.

For linear programing will give us time, allow us the opportunity to walk away from the avalanche of statistics, the mountain of clerical garbage that has been burdening the media man for years, and permit him to step out to see what is necessary to make the right and best media mix, not the easiest or safest. The function of the media man is to build the most effective effort for his product, not merely the most efficient. Freed of paperwork and confusion, he will be able to go beyond numerical efficiency itself and into the broader, more important area of effectiveness. Linear programing is a step towards that goal. ■

10 Ways To Get Product Information

By Ben De Young

IT SHOULD be axiomatic among space representatives that they know the product and market of the advertisers on whom they call. But the majority don't. Perhaps the reason is that they don't know how to find out. Here are a few hints from the buyer side of the desk that may help.

1. Read the company's annual report. It will cost you only four cents and a piece of stationery to obtain one. When you receive it, glance through the report noting past performance of products plus mentions of possible new products. Both will be subject to sales campaigns in the coming year. Immediately you know in what areas the ad manager will be concentrating. After all, he wants results that will shine forth in next year's report. At this stage you might offer him market information available from your publication. After helping out in this way, wouldn't you be in a better position to discuss space in a future meeting?

2. Call on competitors. The competition often knows all about a company's new product long before the sales pitch has reached the first prospects. And they would be only too happy to point out the weaknesses and cry a little about its strengths. Then you are in a better position to check logical prospects to see if they have learned about the product. If they haven't and are readers of your publication, I would say you have a good selling pitch, wouldn't you?

3. At trade shows, dig up facts on new products. After all, a dozen or so new products are revealed at trade shows. Ask about markets, prospects, and strategies. Don't forget, trade shows are not a good time to sell space, because ninety to one the company advertising men there are

too tired to listen; but this is the place to find out what is going on.

4. Keep in touch with the proper account executives at agencies, asking for product sales literature on your first visit concerning a product. No harm in admitting you are not all-knowing on your first call. And it makes sense to your customers to keep after them for "what's new" on later calls. This shows interest. Get your customers in the habit of talking about what they are doing, or want to do. Be a good listener. Take notes. But keep it confidential.

5. Shop the market in which your customers sell. Visit with distributors and dealers. Talk to the big buyers for industry. Get them to tell you what is new, and what they expect will be developed in the near



future, and feed this back to the ad managers. They will sit up and listen—and respect you for your market information.

6. Read your own publication and the competition. It would seem natural for a space salesman to read every word in his own publication, but this apparently is just not the case. Salesmen appear from time to time who are lacking in knowledge of products that were covered editorially in their own books. It is more understandable when they appear to have missed a story in a competitive publication. But don't forget the competition; when they appear to know

more than you do, then you are in trouble.

7. Be a detective. Put two or two together—a piece of information here, another piece there—the way a detective does. When a new product seems to be catching on, look for the competitors to move out with a similar item. Watch the test markets. Subscribe to the new product newsletters.

8. Check the news releases received by the editorial department. Do this both with the material they use and with the material they throw away. Many items a day are received by editors that do not fit their editorial requirements at the time. But they may fit your sales needs. It is just as easy for an editor to route unused product data to you as to toss it in the waste basket. Ask your editor.

9. Keep in touch. Come back to the ad manager time after time—not necessarily for a regular sales pitch—just to make sure you are up-to-date on his activities and needs. Make him your source of company information. And do not go around him to other company executives—in top management and sales. This will only close the ad manager off from you as a source. He should be your company contact—both as recipient of the information you have to give, and as your informant.

10. Put it in writing. As you assemble knowledge about customers, write it down. Don't take any chances on having to ask twice about the same subject. Transcribe your notes into a convenient form, so that you can refresh your knowledge before the next call—and so be prepared to further develop your information on people, products, and purposes.

When you show the prospect you know his product and market he will be more anxious to hear how your own product—space or time—will help him achieve his objectives. Once you've reached that stage the contract is almost in your pocket.

Ben De Young is product advertising manager, U. S. Industrial Chemical Corp. He is also instructor in industrial advertising, a graduate level course at New York University.

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They're in...in Indiana

with The **STAR** and The **NEWS**

Morning & Sunday

Evening



Advertisers in The Star and The News talk to the people who go places and buy things.

Covering 73% of all homes in the Indianapolis metropolitan and retail trading zones (and 53.1% of all homes in the entire \$4.3 billion, 45 county market)—this powerful selling team takes your sales messages into more homes and offices at lower selling costs.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company, National Representatives

Madison Avenue Is Still a Two-Way Street

*A suggestion to the buyers and sellers of time and
space to avoid spreading rumors.*

By Roy S. Durstine

WHEN HARRY TRUMAN fooled the pollsters in 1948 by winning the election, he couldn't keep from gloating. He made some cracks about his opponent's campaign, and tossed in some disparaging remarks about the help Mr. Dewey had received from "Madison Avenue."

That really did it. We Americans love labels. Just as the financial communities of the country had been labelled "Wall Street," so the advertising business from coast to

coast was now called "Madison Avenue" as a term of derision.

For years and years, advertising men had been minding their own business, creating better and better techniques to help manufacturers to give millions of Americans all at once the news of new or improved merchandise — news that would mean mass sales, better quality, and lowered prices in tires, refrigerators, radio sets, and countless other products.

Moreover, men like Earnest Elmo Calkins, Stanley Resor, Harry Dwight Smith, John Benson, Clarence Newell, A. W. Erickson, William H. Johns, Herbert Gardner, Harry McCann, and several others, had established the 4 A's and had labored from the agency side with Cyrus Curtis, Joseph Knapp, James J. McGraw, Malcolm Muir, Condé Nast, and a few more stalwarts of publishing, to bring some order and integrity out of a business that had been a rather hit-or-miss sort of brokerage until after the turn of the century.

It's probably difficult today for agency men to realize their debt to these pioneers who created standards and conditions which now are taken for granted.

Marry An Advertising Man?

In the late '20's, an agency head was invited to make a talk about advertising at the School of Public Affairs at Princeton. This business must have sounded attractive, for 97 members of the senior class applied for jobs in that speaker's agency. Now, we are told, the agency business doesn't interest the good graduates. In fact, one survey found that an astonishing percentage of those asked about it, wouldn't want their sisters to marry advertising men.

Did Mr. Truman's wise-crack trigger advertising's troubles? No.

The business had been shocked when Frederic Wake-



Roy S. Durstine has had a distinguished career in advertising. With Bruce Barton and Alex Osborn, he formed Barton, Durstine & Osborn in 1919, and merged in 1929 with the George Batten Company to form BBDO.

He was president of the latter agency when he resigned in 1945 to form Roy S. Durstine, Inc., of which he is now president. He was president of the AAAA in 1925-26. Mr. Durstine has had three books published, two about advertising, and feels that another is on the way.

man's "The Hucksters" became a best seller. Then a very pleasant, quiet young man named David Munro started a news letter called "Space and Time" with the avowed purpose of shocking the daylights out of everybody in the business with what may euphemistically be called personal journalism. Ultimately this was stopped in its tracks as, more recently, was an even more blatant little number called "Quest."

The stage had been set by the end of World War II, so then came the new kind of trade publications, edited on the gold-fish bowl theory. The first most spectacular departure was the attempt to publish the billing figures of agencies. This was one of the developments which opened the way for key-hole journalism which killed something fine and professional about our business. We had to start operating under a magnifying glass measuring quantity instead of quality.

Now the pace was set. Rumors which used to be casual small talk when representatives called on media men were now printed by the gossipy type of trade press in front-page boxes or in hot news paragraphs. Articulate copy writers began slashing out advertising novels.

Martin Mayer's thoughtful and honestly written book about our business was called "Madison Avenue." And now we have a trade publication with the same title.

Image a Sleazy Mixture

And the "image," as the boys call it, became a pretty sleazy mixture of martinis, natural-shouldered charcoal suits, crew cuts, button-down shirts, inflated expense accounts, and quiet sweet-talk to get an OK on the budget.

What has the advertising business been doing about this picture of itself? Everybody made speeches, wrote articles and editorials, held debates, and made proposals at industry conventions. Then there came signs that cure-alls like PR activities were being discarded, and that everybody was simmering down and going back to work, with the sensible idea of putting our own house in order and letting the business speak for itself.

But there is another positive step that can be taken for the good of advertising. It can be taken only by the people who buy time and space and the people who sell it. They are in a position of great power and influence, for good or evil. The media people are exposed to the representatives of newspapers, magazines, trade papers, networks, station reps, and outdoor salesmen every day, all day. These salesmen of space and time are circulating from agency to agency all day long. They are carrying around more useful information, more facts, more surveys, more tangible proof, than at any time in the history of this business.

They can also be Typhoid Mary's in those first few minutes of shooting the breeze before they unlimber their ammunition. To illustrate:

Spreading of Rumors

At the bottom of the Depression, an outstanding rep called on the head of an agency. As they were lighting each other's cigarettes the space salesman shook his head sadly.

"Have you heard about So-and-so?" he asked, naming an agency of fine reputation and a long and excellent record. "I hear they are in trouble, *real* trouble."

"Where did you hear that?" asked the agency president. "It's all over the street," was the answer.

"I don't believe it," Then: "Before we talk about your publication, would you mind stepping outside for a moment?"

Five minutes later the agency head called the magazine man back into his office.

"The head of that agency is a good friend of mine," he said. "I just talked to him on the phone and there isn't a word of truth in what you heard. They have lost some business and have had to lay off some people, but that's happened to lots of agencies, and there's nothing to be concerned about."

"I'm glad to hear that, but the way I got it, it sounded pretty straight."

"Will you do something for me?" asked the agency man. "Will you call up the man who gave you that story and tell him that you can say positively that it isn't true? And will you ask him to call up the man who told him and say there's not a word of truth in that report? Let's start a chain-reaction in reverse and kill that story dead. And now let's see that survey you wanted to show me."

Actually, the magazine man had heard it from two sources. This led him to say that it was all over the street. He lost no time when he got back to his office in phoning both of his informants and asking them to start the train of denial. The story died then and there. It may be interesting to end this true anecdote by reporting that today that maligned agency man has just retired as chairman of one of the very, very biggest agencies in the country.

Nobody means to hurt anybody else when he passes the time of day with a juicy little piece of gossip. But each time the story is repeated, it grows. A vague rumor becomes a known fact. And sometimes the result does irreparable harm.

Media people on both the selling and receiving end are in the best position, a unique position, to bring greater stability to this business of ours by asking:

"Who told you that? Do you know it for a fact?"

The good name you save may some day be your own.

Most avenues in New York today are one-way streets. But Madison Avenue runs both ways. Let's not run down Madison Avenue, let's go up. ■



Problem and Solution in **MEDIA MERCHANDISING**

Ohio Oil Company increased media activity in support of major campaigns by —

1. *Switching to three major promotions each year;*
2. *Asking each of three largest media to promote one of three promotions;*
3. *Providing complete kits for media to use in each case.*

By Robert K. Swanson

Robert K. Swanson is advertising manager of The Ohio Oil Company, which markets Marathon petroleum products through 2,800 service station operators in six Midwestern States. Mr. Swanson moved to his present position in 1958, after having been group product manager in the Cereal Division of General Mills. Still only 29 years old, he has also found time to earn a B.A. degree from the University of South Dakota and an M.A. from the University of Melbourne in Australia under a Fulbright Scholarship.

MOST MARKETERS of consumer products realize they can increase the effectiveness of advertising expenditures if the dealers and distributors handling their products are favorably disposed toward the company's advertising program. This is true both for the introduction of new products and for the launching of campaigns for existing products.

In the package goods field, marketers recognize that the attitude of a supermarket chain or independent grocer towards an advertising pro-

gram may substantially affect its results. If the grocer is favorably impressed with the campaign, he can cooperate in numerous ways. He may feature the product in local advertising, use displays, provide favorable shelf position — any one of which affords an extra incentive to the consumer to take the package off the shelf.

In petroleum marketing, the situation runs parallel. The local service station dealer's attitude and enthusiasm toward an advertising program

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TYPICAL MERCHANDISING KIT contains schedule for activities of media salesman, explanation of campaign, suggested letters, and other material for media men to use in the field.

can push sales upward. If he adds his own merchandising efforts (tie-in advertising, direct mail, point-of-sale material), the dealer expands the impact of the oil company's efforts. More important, if he personally supports the advertising campaign on the service station driveway, he considerably reinforces the advertising message.

Despite the importance of the "if," few marketers of consumer products effectively capitalize on all available means of making their dealers and distributors cognizant of advertising for their products. Most use — with varying degrees of success — their own salesmen, publications, bulletins, and meetings to describe their advertising story. Few, however, effectively harness non-company facilities and especially media merchandising efforts to accomplish this objective.

Problem

In 1959, we at The Ohio Oil Company and our agency, N. W. Ayer

MEDIA MERCHANDISING KIT Services Suggested to Media

1. Send letter to dealers announcing promotion and outlining local advertising support.
2. Send telegram to dealers announcing start of promotion.
3. Pay personal calls on dealers to discuss local advertising support for promotion.
4. Hold coffee or luncheon meetings with dealers to discuss local advertising support for promotion.
5. Obtain tie-in advertising from dealers.
6. Send copies of advertising to dealers, i.e., proofs of ads from newspapers, miniatures, or pictures of posters from outdoor companies and scripts of commercials or recordings of commercials from radio stations.

7. Arrange for displays exhibiting promotion in hotel lobbies and other meeting places.
8. Provide publicity on promotion and dealers.
9. Send letters or mailings to dealers during promotion, reminding dealers of continuing local advertising support.
10. Send final letter to dealers at end of promotion calling attention to close of program — but reminding dealers there will be more local advertising coming.

NOTE: All services were not suggested in each media merchandising kit, as each kit is tailored to the individual medium and promotion.

& Son, Inc., realized that the lack of favorable dealer consciousness of advertising for Marathon petroleum products was limiting the results of our regional advertising programs. Since Ohio Oil spends in excess of \$2 million each year promoting the sale of gasoline and motor oil through approximately 2,800 Marathon service stations in six Midwestern States, we wanted to correct this situation.

First, we investigated previous practices. For years, The Ohio Oil Company had used salesmen, publications, bulletins, and meetings to carry the advertising message to dealers. These methods, however, failed to impress upon dealers the local advertising support they received. For example, salesmen would talk of newspaper support, but lacked sufficient data, or grasp of the information, to discuss the number of people in the specific dealers' area who would read the Marathon ad in the local paper — or would hear its commercials over the area radio stations. In 1957 and 1958, by the usual letter re-

questing merchandising support, our agency had asked the media to carry the advertising story and details on its local impact to Marathon dealers. The results were the usual postcard mailers and ad reprints that everyone has grown to expect from media, but which fail to increase appreciably the dealers' understanding of the advertising program.

Solution

In 1959, Ohio Oil scheduled three major promotions: "Free Quart of Motor Oil" promotion in the spring, "Sweepstakes" in the summer, and "Guaranteed Radiator Service" in the fall. We were using three major advertising mediums — newspapers, outdoor, and radio — to support each of these programs.

To carry the advertising story to dealers, we decided on a two-pronged attack. We would continue the use of salesmen, publications, bulletins, and meetings to carry the general story to the Marathon dealer organization. But second, and most important, we

Problem and Solution in MEDIA MERCHANDISING



ADVERTISING MANAGER SWANSON explains materials in merchandising kit to group of newspaper representatives. Promotional aids plus personal contact help put over campaigns.



STATION PROMOTION MANAGER, William Loader of WHAS, Louisville, talks to group of Marathon dealers and wives about upcoming campaign at merchandising session held in conjunction with dinner and entertainment at his station.

would embark on a totally new approach to media merchandising — consisting of the following:

Instead of asking the newspapers, outdoor posting companies, and radio stations to merchandise each of our three promotions, we asked each of the

three media to merchandise only one specific promotion.

In this way, each medium concentrated its media merchandising efforts and expenditures in one relatively short period.

Each medium carried the complete local advertising story for its specific

program to Marathon dealers in its area. The medium emphasized its part in this story, and covered the advertising support of other media.

Media Merchandising Kit

To assist each medium in its merchandising efforts, we provided a Media Merchandising Kit giving complete details of the specific program, names and addresses of local dealers to contact, and numerous detailed media merchandising suggestions, such as:

1. How to obtain tie-in advertising from dealers, and actual suggestions for tie-in advertising.

2. Procedure for holding coffee or luncheon meetings with dealers, including ideas on how to present the advertising story and its local impact.

3. An outline for personal calls on dealers — covering when to call, what to discuss, and how to impress Marathon dealers with the local force of our advertising.

4. Suggested series of letters to dealers.

5. Methods to attract dealers' attention to Marathon advertising.

6. Special publicity, which would help sell dealers on the Marathon advertising program, and would attract attention to the local dealer participating in the advertising program.

These kits were furnished well in advance of the beginning of each promotion to provide the newspapers, outdoor companies, or radio stations sufficient time to make their media merchandising plans.

To explain our advertising plans and especially the media merchandising program, we held meetings with representatives of newspapers, outdoor companies, and radio stations. In this way, we could personally explain the Marathon advertising program and the importance of sound media merchandising.

Results

The results of this program were immediately measurable. For the

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tiveness of...

"Free Quart of Oil Promotion" during April and May 1959, we distributed radio merchandising kits to 102 radio stations. Eighty-two per cent of the stations used five or more of the eight media merchandising suggestions.

During the "Sweepstakes" in June and July, newspaper merchandising kits were distributed to 207 newspapers. Outstanding cooperation resulted. More than 90 per cent of the newspapers used four or more of the seven merchandising suggestions — and more than forty per cent developed additional means for promoting the advertising program at the local level.

In October, outdoor posting companies received an outdoor merchandising kit, and thereupon did a good merchandising job.

Reactions from Dealers

Reactions from Marathon dealers exceeded our highest hopes. At the time of each promotion, dealers were conscious of the advertising support for the specific program. More direct-mail pieces were used. Point-of-sale material was up, — and up on time. Dealer tie-in advertising measurably increased for each promotion. Surveys indicated that dealers increased their service station driveway support of their programs. Thus, a minor expenditure of \$1,300 on our part resulted in increased advertising effectiveness, and, therefore, in additional sales of Marathon petroleum products.

In 1960, we decided to continue our new media merchandising approach. With improved kits — incorporating many of the media merchandising suggestions developed by individual newspapers and radio stations during the 1959 campaign — the results were even more outstanding. An expenditure of approximately \$1,500 measurably increased the results of the over two million dollars invested in advertising.

During 1961, The Ohio Oil Company continued this approach to media merchandising. We know that such a program increases the effectiveness of our advertising dollar. ■

AGAIN

for the 6 months ended 9/30/61 circulation of the evening Journal-American exceeded

615,000

AGAIN

the gap between the Journal-American and the 2nd evening newspaper exceeded 150,000

AGAIN

the gap between the Journal-American and the 3rd evening newspaper exceeded 250,000

NEW YORK
Journal-American

Represented Nationally by Hearst Advertising Service

YOU CAN'T REACH THE DETROIT METRO MARKET WITHOUT THE PONTIAC PRESS



The Detroit Metropolitan market is the nation's 5th largest. Daily, one Detroit paper covers only 25% of the Pontiac market area, the other only 15%. The Pontiac Press covers 76% of all market area households. 50% of the area households read only The Pontiac Press. Pontiac is the nation's 113th largest trading area in Retail Sales.

The Pontiac Press

Pontiac, Mich.—Circulation 60,439—Publisher's Statement March, 1960

REPRESENTED BY NEWSPAPER MARKETING ASSOCIATES

Scolaro, Meeker and Scott Division

New York, Chicago, Philadelphia, Detroit

Doyle and Hawley Division

Los Angeles, San Francisco

Specifics Stressed

At ANA Conference

Annual session of advertisers emphasizes definition and measurement of limited goals.

THE COLD BLAST of the 1960 recession has had a sobering effect on the advertising business. The mood today is more cautious, and advertisers are talking more about realistic means of attaining limited advertising objectives, and practical measurements of specific effects of advertising. This mood was apparent at the recent fall meeting of the Association of National Advertisers at Hot Springs, Va.

The key to the meeting was the publication of the long-heralded Project X, ANA's extensive study on defining advertising goals. One whole morning of the meeting was devoted to exploring the ramifications of the study, and the terms in which that session were described in the program point up the whole atmosphere of the meeting: "Defining Advertising Goals for *Measured Advertising Results* — A special panel presentation which will document the *dollars-and-cents values* and the *practical day-to-day working benefits of specific and measurable advertising objectives*." (Italics ours.)

Specific Objectives Discussed

The panel group discussed such aspects of the subject as using specific

objectives to clarify advertising's role for management; the use of specific goals as a tool to help agencies create "profit-oriented" advertising; the formulation of specific goals to "sharpen the impact and effectiveness of fast-moving consumer product campaigns."

Paul E. J. Gerhold, vice president of Foote, Cone & Belding, pointed out that there are many things that research can do to measure the results of advertising strategies; e.g., determining the performance of media in exposing people to advertising, and in implanting or communicating knowledge in such exposures.

But, he added, research cannot measure the increase in sales without extraordinary cooperation from management, even to the point of authorizing the discontinuance of advertising completely in certain markets in order to establish benchmarks for the contribution of advertising.

Robert J. Fisher, director of advertising and sales promotion office, of Ford Motor Company, also made the distinction between strategic and tactical goals for advertising.

"A great deal of our advertising research efforts . . . is directed toward trying to measure the ultimate effects

of advertising — its contribution in the creation of sales at a profit." However, he added, "we have always recognized the necessity for measuring on a continuing basis some of the intermediate goals or objectives leading to sales action."

Market Segmentation

Much of the rest of the meeting was given over to a discussion of various aspects of the problem of setting specific goals or of measuring their achievement. For example, William Hesse, president of Benton & Bowles, discussed some broad movements in population and markets that have drastically altered accepted ways of planning and executing marketing and advertising campaigns.

Chief among these movements is the process of segmentation. "In people, products, and markets there seems to be a centrifugal tendency to break loose from a stabilized nucleus into separate splinters each with a distinct identity." The result, said Mr. Hesse, is that "marketing methods themselves are being challenged. In fact, the concept of 'national marketing' is being shaken to its very foundations by today's local marketing requirements."

William Doherty, C. carried M into the m train trends prediction ing streng and a resu editions p dailies.

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Future of

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"He will sales techni all market around the processed, a man, with unit." Mr. departments

William Steers, president of Doherty, Clifford, Steers & Shenfield, carried Mr. Hesse's theme of change into the media field. He marked certain trends in media and made a few predictions. Among them, were growing strength of suburban newspapers and a resulting increase of sectional editions published by metropolitan dailies.

In the magazine field, Mr. Steers expects special-interest magazines to become more numerous and more influential, because "with more education, more sophistication, people are becoming less and less satisfied with articles of general interest."

Radio, Mr. Steers believes, is in the forefront of new media trends, because of the segmentation of its market and the intensely personal nature of its relationship with its various audiences.

In respect to television, said Mr. Steers, "we may see, in the next few years, all television converted to ultra high frequency," with the result that many more stations of local or regional coverage will come into existence.

In another address, Wallace T. Drew, vice president of marketing. Coty, Inc., discussed the problem of coordinating data at every marketing level so that all elements of the marketing mix may be intelligently and objectively appraised. Mr. Drew foresaw an increasingly important role for electronic data-processing, with the agency media department as a focal point in the collection and evaluation of data. The media department, he said, is a "collision point" where sales, consumer, and media data come together.

Future of the Media Man

"I predict that the role of the media man will greatly expand in the years immediately ahead. He will be asked to assimilate data, to use electronic computers, to evaluate other media than commissionable media.

"He will be asked to evaluate deals, sales techniques, distribution. In fact, all marketing factors will revolve around the mass of data fed to, processed, and evaluated by the media man, with the county as the major unit." Mr. Drew chided agency media departments for being "a wee bit slow

in processing of sales, distribution, and consumer user data in the preparation of media plans," and urged that more agencies make use of electronic data processing equipment to do this.

"How-to" Clinics

One whole afternoon was occupied by nine concurrent discussion clinics — each with the words "how to" in its title. The subjects ranged from "How to Appraise the Effectiveness of an Advertising Agency" to "How to Coordinate International Advertising with Domestic Advertising." One of the clinics was concerned with minimizing the impact of increased TV costs. In it, Richard P. Jones, media director of J. Walter Thompson, demonstrated the inevitable rise over the next few years of cost-per-thousand in network television. Among the reasons for this, said Mr. Jones, are a leveling off of growth in the number of TV homes; a leveling

off in hours of TV viewing per day; the decline in the number of high-rated shows; the continued increase in time and talent costs. In order to hold costs down, said Mr. Jones, a lot more ingenuity in buying — especially in the area of manipulating network discount structures — must be exercised by advertisers and their agencies.

At the closing session, Raymond E. Olson, president of Taylor Instrument Companies, remarked that many managements sensed that they were "buying an awful lot of intangibles purely on faith. And, too often, even that faith was scarcely adequate." After praising the ANA's new book on defining goals, Mr. Olson added that "apparently we will continue to confuse marketing and advertising objectives until we break down our over-all corporate objectives into written measurable terms . . . If we are going to measure our efficiency in carrying a message we must be specific in setting our goal . . ."

PREFERRED by food advertisers!

In 1960 RESTAURANT MANAGEMENT led other restaurant and institutional publications in the amount of its food advertising—494 standard pages, to be exact.



Food advertisers prefer RESTAURANT MANAGEMENT because the big marketing opportunity is among TOP VOLUME commercial restaurants and RM is the one specialized medium that saturates them . . . and because RM provides a program of *census-like* reader identification that breaks down geographically into no less than 3,999 tabular classifications, according to restaurant size and type of service.

Latest RM reader identification figures are available in Reader Report No. 3, just released. A copy is yours on request.

Restaurant Management

60,000 operating circulation each month

Ahrens Publishing Company, Inc.

230 Park Ave., New York 17, N. Y.

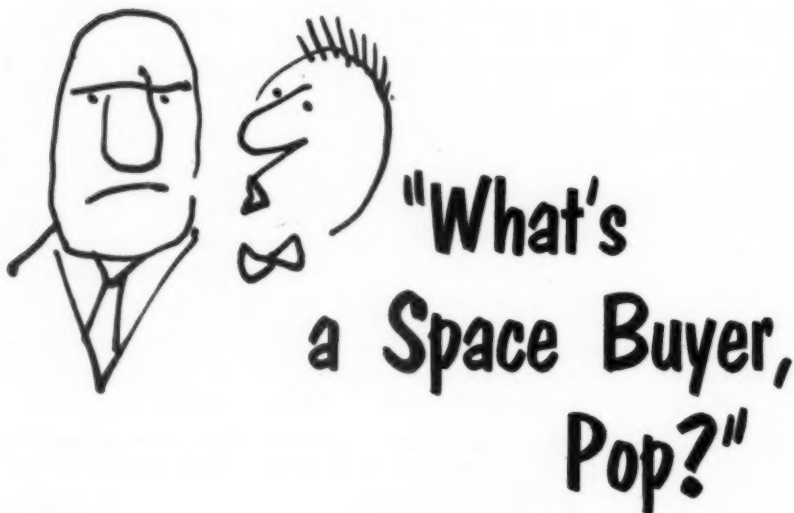
201 N. Wells St., Chicago 6, Ill.

505 Eight-O-Five Peachtree Bldg.,
Atlanta 8, Ga.

111 Sutter St., San Francisco 4, Calif.

8721 Beverly Blvd.,
Los Angeles 48, Calif.

*You will enjoy eavesdropping
on this father-and-son dialogue.
Pop's Number One Boy may be more adult
than his space-buying father
seems to think.*



By Murray C. Thomas

SEVERAL MONTHS AGO Number One Boy, a Freshman at a Pennsylvania college studying business administration, put a question to me.

"What do you think should be my major, Pop?"

Well, boy, you're studying a lot of modern aspects in the world of economics. Certainly, there must be something that appeals to you above everything else. How do you feel about Marketing?

"That's Mom's job, Pop."

Look, boy, Pop makes with the jokes. You stick to your schooling.

The whole field of marketing has become more and more intricate, but more vital and important in the scheme of things. Advertising, for example, is a part of marketing. Your father's a space buyer, and space buying is just one small spoke in the

whole marketing wheel.

"What's a space buyer, Pop?"

Well, you've got to help a guy move merchandise, see? You want to advertise it to the best prospects for this merchandise, so you have to pick the media most likely to do the job. That's over-simplifying it, of course, but essentially space buying is media evaluation.

Now, this media evaluation can be a very interesting process. You see, we have lots of tools to work with . . . Media Records, Standard Rate & Data Service, Lloyd Hall, P. I. B., Neustadt, circulation reports, Starch, Politz, and a million others. We use this reference material to help us analyze media.

Media Evaluation

"Look, Pop, doesn't everybody come up with the same evaluation? And if that's the case, why doesn't every advertiser use the same me-

dium to carry his message?"

We-l-l-l, boy, you've hit pretty close to center on that one. There's no doubt that some media are a great deal more successful than their immediate competitors. But it's not as easy as that. You see, one man's meat may be another man's poison. I mean one magazine, for example, might have excellent value for one advertiser but not necessarily for that advertiser's competitor.

"I'm not reading you, Pop."

Well, look, boy, let's start at the beginning and see if I can explain it so that I understand it myself.

Let's assume we have a client who manufactures pipes . . . the kind you smoke. He's told us as much about his business as he can remember . . . where his dealers and distributors are located, what his production facilities are, sales figures, general market pattern, etc.

Once the marketing plan has been established in the agency, we can get

Mr. Thomas is media director of Chirug & Cairns, Inc., New York.

a pretty good fix on the kind of people we're looking for to buy these pipes, and away we go.

Pipe-smokers may have characteristics that set them apart from their abstaining brethren. Presumably these will be detailed in the marketing plan. There will probably be geographical characteristics . . . sections of the country, urban vs. rural, and the like. Circulation reports will help us there. There will be personal characteristics . . . age groupings, job breakdowns, education, and if it's an expensive pipe, income patterns, etc. We have research material to guide us in this direction.

Now, you take circulation statements. These are audited reports, and you can hardly go wrong with them. Only thing is, in the trade paper field there are paid books and there are controlled or free books, and you'll get yourself an argument six ways to the ace on their relative values.

Paid and Controlled

"You mean, a free book is as good as one the readers pay for?"

Look, boy, there's lots of awful good free books around. One thing is for sure . . . some of them get a lot of advertising, and that means they get ahead.

In the final analysis, the important thing is not whether the reader pays \$3.00 a year to buy the book. If it performs a service for him, he'll read it, free or no.

But let me get on with the research material. Now, you take these audience profiles.

Every magazine has a personality. Usually, it's a reflection of the ability or character of the editorial staff. The *Saturday Evening Post* has Edward Bok; the *New Yorker*, Harold Ross; and so on and on. These guys shaped the destiny of their magazines on their own integrity and ability, and such characteristics continue to live with the magazine for many years.

The editorial personality of the magazine tends to draw certain types of readers. You can categorize them and place them away in pigeon-holes, and then you find that they seem to fall into certain specific classifications by sex, age, education, income, etc. So it is that most magazines produce audience profiles, describing the "typical reader." These help a great deal

in seeking out and finding the magazines most likely to produce the maximum potential of sales volume for the advertiser. But they don't give the complete answer. You can't fully describe people by statistics. The real reason why they may or may not buy your product may result from their complete way of living and thinking, and their cultural and social tastes and traditions. These attributes you can only discern from reading the editorial pages. Then you may sense it, even though you can't prove it. That's what we call the *professional opinion*.

Now, in the case of our pipe account, maybe we're looking for a rather older man . . . and, of course, we are looking for men. Maybe our characteristics pattern specifies he's more likely to live in a metropolitan area than on a farm; maybe he's a college graduate; maybe he's married and has children.

All of these facts can be researched and catalogued from audience profiles.

Media Claims

"Hey, Pop, couldn't every magazine come out and say they had the wealthiest, best-educated, mostest of everything?"

Why, sure, they could. But they are published by essentially honest people. And don't forget that the characteristics pattern for one advertiser can vary greatly from that of his competitor, and no magazine would be believed if it claimed it was best for every campaign of every advertiser.

Then, too, there's a good check available in a thing called the Starch Consumer Magazine Report. I won't go into detail on how this is developed, but it gives us a good profile on a relative basis for 50 or 60 maga-

zines, and it helps keep the boys honest.

For years, for example, some of the magazines have been making pretty generous claims about their median income based on their own research. Now, this year, for the first time Starch reveals these data for a bunch of magazines not heretofore included, and believe me, some of these boys really take a nose-dive.

"Pop, why doesn't some advertiser group do a job like this for all magazines? Wouldn't it be more trustworthy?"

Now just a cotton-pickin' minute, boy. Don't go getting the idea these audience profiles are dishonest. They are published and released in good faith, and based on investigative research that meets most accepted qualifications. The claims based on the research may be a little exaggerated here and there, but not dishonest.

"Yeah, that's what I said, Pop."

But to answer your question, the Advertising Research Foundation tried to do a job several years ago, but some of the magazine boys wouldn't play ball in the same park. The idea fell through because the job required the financial support of these magazines. Anyway, I was kind of sour on it because the little guys . . . magazines with less than a million circulation . . . weren't invited to the party.

Class Magazines

"Are they important?"

Well, if ad pages are any criterion, they're important. Four of the top ten books have less than a million circulation.

"How come they're so successful if they're just little guys?"

They're class magazines, boy. There's a class and there's mass. The class magazines are powerful initiators. They're read by Thinking people, and Thinking people are bell-wethers. It's essential to have bell-wethers using your product and recommending it to other people.

"You know, Pop, I think I might like to be a space buyer."

What makes you say that, boy?

"Man, like you get these two-hour lunches. And you know a lot of nice guys. And you never seem to work too hard."

Bless you, boy, you go right to the heart of things!



Wenig Describes BETTER MEDIA PLANNING With Use of Computers

*Faster and more refined measurements
of advertising effectiveness seen
in talk before New York Planners.*

AN ERA IN WHICH the media planner will have more information at his finger tips without wading through reams of statistics was forecast at the October meeting of the New York Advertising Media Planners by Phillip W. Wenig, president of SRDS Data, Inc. Mr. Wenig said computers would do the statistical work for the planners.

But, to take advantage of computers in the new "era of comprehensive decision-making," warned Mr. Wenig, the media executive will have to develop his own capacity to think so that he can put the right questions to the machine.

Because both computers and data gathering are so costly, Mr. Wenig also predicted that few agencies would install their own. Most, he said, would rely on a central information and computing center, avoiding expensive "storage of the same information available to the agency across the street."

He noted that SRDS Data had already "translated into machine language a library of media and market data including SRDS Con-

sumer Market Data, *Sales Management's* Survey of Buying Power, circulation of all daily newspapers, newspaper supplements, and consumer magazines, ARB and Nielsen coverage figures for all TV stations, and Nielsen coverage data of all radio stations in the U. S. Rates are being translated.

Calculations Performed

Among calculations already performed by computers, combining this information "at a fraction of the cost and in a fraction of the time now spent by teams of clerks and analysts," are:

- Determination of optimum advertising-to-sales ratios for geographical areas or dealer territories, based on both historical and projected sales data, with far greater accuracy than by manual methods.
- Broadcast rating service data, Starch scores for print, or results of special studies can be analyzed for advertising pressure against individual dealer areas and types of audiences. Combined with rates, computers can then determine most efficient media buys.
- Cost and performance estimates of a number of alternative campaigns, using various media mixes and different combinations of markets can be turned out within minutes.
- Calculation of optimum media buys, providing a set of rules, or criteria are programed into the computer. The planner must establish the criteria, however.
- Faster and more refined measurements of advertising effective-

ness, by individual dealer areas, in terms of advertising to sales ratios, based on pre- and post-campaign analyses of sales and competitors' sales and advertising.

Tailored Computer Capabilities

Such output can not be achieved overnight, noted Mr. Wenig, either by installation of computers or by hooking into a data center. An agency's present media planning and buying operation must be analyzed in detail by automation specialists, so that computer capabilities can be tailored to the special needs of the particular agency and to the information available to that agency.

Availability of both ARB and Nielsen television coverage figures at SRDS Data, for instance, does not mean that every agency subscribing to the firm's services derives advantages of both. Only agencies also subscribing to ARB will have ARB data programed into their estimates. The same applies to Nielsen data, and to any unique data resulting from special advertiser or agency studies. Classified nature of the latter is protected by elaborate precautions including coding, said Mr. Wenig.

Availability of all statistics at an information center, said Mr. Wenig, can mean "an end to the quantitative quest." This will leave both buyer and seller free to concentrate on a medium's qualitative virtues. The men who come out on top in the new era of comprehensive decision-making, he added, will be the most imaginative, "the men who know just what to ask the computers in each new planning or buying situation."



PHILLIP W. WENIG says computers will aid in "new era of comprehensive decision-making."

The Chicago Tribune reaches *Your kind** of people

If you're selling new cars, consider the two kinds of people in a market. Those who buy. And those who don't, can't or won't.

Your problem is how to reach more of your kind—the buyers. And in Chicago, that's easy. Most of them read the Tribune.

In city and suburban households, 77% of all new car buyers read the Sunday Tribune; 55% read the Daily Tribune.

Now maybe you sell carpets, condiments or color TV sets instead of cars. It makes little difference. The Tribune will deliver a larger audience of actual buyers than any other Chicago newspaper.

To sell more to your kind of people—the people who buy—use the Tribune in Chicago.



Your kind of people are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.



More Readers...More Buyers...More Results

THE TRIBUNE GETS 'EM IN CHICAGO!



How Agencies Procure and Train Media Buyers



(Continued from page 43)

not only in trainees, but in working members of the department. Responsibility for developing lecture material is spread throughout the department, and actual presentation of various sections is deliberately assigned to buyers or supervisors who are known to be relatively weak in oral presentation skills.

On-The-Job Training

Once a trainee is hired, the paramount task agencies face is to assign him in such a way that he will learn as quickly as he can, and yet not reduce the efficiency of the experienced persons who must teach him. The military services can afford to support cadets while they are being trained, but advertising agencies cannot. Every trainee must earn his keep—or a good part of it—throughout his training. Of course, many agencies put far more stress on the “job” part of on-the-job training; that is, the trainee is set to work at routine clerical or statistical tasks, and whatever he picks up is up to him. But most of the larger firms make a sincere—and often highly effective—effort to supervise and instruct the trainee.

Very often, the trainee is rotated from job to job within the department in a determined effort to expose him to as many media tools and techniques as possible. In several cases, training is augmented by formal lectures, by seminars, by counseling sessions, and, in one or two instances, by the solution and expert criticism of hypothetical media-buying problems.

Start in Media Estimating

Probably the most popular place to start a trainee is the media estimating section, mainly because there is always work to be done in estimating, and because it offers beginners familiarity with costs. However, the media research section as an entry point for trainees seems to be gaining in popularity. Thompson's Richard P. Jones does not start his general development men in estimating, he says, because “we found that estimating requires specialized abilities, rather clerical in nature.”

Doherty, Clifford, although it starts its trainees in the estimating section, is thinking of expanding its media research section to accommodate trainees in the second

phase of their training. What's more, most other large agencies make media research the second stop in the training cycle. This trend recognizes the increasing importance of statistical and research tools in the media buying process.

In several cases, the head of media analysis and research is directly in charge of training. At Compton, Lois Yake, manager of media research, gets from three to six trainees a year to start off on the right foot. She keeps them in her department about six months. “We give what is primarily on-the-job training. Here we can watch the trainees closely, and, if necessary, weed out those who don't qualify. We lose about two a year. Also, media analysis is excellent grounding in procedures and tools. But primarily, we have them here because we have work to be done. It takes the form of competitive advertising measurements from standard sources; media analysis (circulations, ratings, etc.); preparation of our annual media reference book, which is a standard source in the agency for current data of all kinds, including population estimates and TV households, estimates and projections by client sales areas, tables of print rates and coverage, and so on. The trainees' performance on this project is one way of evaluating them. We see whether they can relate this statistical work to its purpose in buying.”

After their grounding in media research, Compton trainees usually have some option; they can become assistant buyers either in print or in broadcast. If the opening is in broadcast, the trainee spends an additional year or two in the spot buying pool, buying wherever the load is heaviest. If his option is print, the trainee becomes an assistant buyer immediately.

Place of Media Analysis

BBDO, which also starts its personnel in media analysis, takes a somewhat different view of the process. To Ed Papazian, the media analysis department is not merely a convenient way to give trainees information fast, it is an end in itself. “We're not only training junior buyers. We initiate from one-half to two-thirds of all our media concept projects, and trainees do a lot of work that is logically useful in terms of developing a way of thinking about media, as well as more routine analysis. We do many studies, such as estimating audiences of unmeasured magazines, and relating magazine coverage data into terms which enable us to make comparisons with radio or TV. Our trainees are not trained to be buyers only; they are trained in all aspects of media. If a trainee looks very good, he will be kept on as a full analyst. If and when he is transferred after a couple of years, he

* Paradoxically, more and more of Thompson's junior buyers come from the estimating department. In order to keep good men coming from this source, the agency has been trying to make estimating a more attractive place to begin, i.e. by raising salary levels.

may go to buyer.”

However, trainees M buyers at start with in one at of the bu. For exam as it appl spot TV. bone up and then A lot of time. Af buyers on

“After go through buyers. W ready for we'll be a constant s Benton manager, that in me tools, “bu and in the logical wa presenting we work expose the trainee id media ana assistant t

In Outlook

One of men exists starts in the group of showings able travel

William president, ideal way these men markets of important

*Y&R does Bureau, whi

may go out as a planning supervisor, not an assistant buyer."

However, most of the five or six carefully selected trainees Mr. Papazian takes on each year become assistant buyers at the end of six to 12 months. Most of them start with basic statistical work. "In addition, I get them in one at a time every so often to discuss various aspects of the business, and we go over it for a couple of hours. For example, once we'll discuss the pass-along function as it applies to magazines. Another time we'll talk about spot TV. I give the man warning, so if he's smart, he'll bone up beforehand. Or I'll assign a time-slot analysis and then go through it with the trainee in critical detail. A lot of this work is done by the trainees on their own time. After about four months, they are working with buyers on projects.

"After six to 12 months, if there's an opening, they go through some more interviews and go out as assistant buyers. We always have two or three who are 'almost' ready for transfer to a buying group. In a short time, we'll be able to control this flow of people to create a constant supply."

Benton & Bowles' Arthur Heller, who, as media analysis manager, also starts trainees on their careers, believes that in media analysis a trainee not only learns the basic tools, "but receives a training period in problem solving and in the discipline needed to approach problems in a logical way—in organizing data, applying judgement, and presenting specific conclusions. These men are not clerks; we work with them, make them analyze. We try to expose them to both print and broadcast." At B&B, the trainee ideally spends from nine months to a year in media analysis, and then, if qualified, moves on to staff assistant to a buyer.

In Outdoor Checking

One of the most interesting systems for training new men exists at Young & Rubicam. At Y&R the trainee starts in the agency's outdoor checking field force. This group of nine young men, all trainees, inspects outdoor showings for Y&R clients, and the job involves considerable travel.*

William E. Matthews, Y&R's media planning vice president, believes the outdoor checking force is an ideal way to introduce trainees to media. "The training these men get is not only in outdoor, but also in the markets of this country. We make sure they see every important market and section of the country. Whenever a

trip is scheduled, the media buying group is notified, and anything an account wishes in the way of on-the-spot information is assigned to the field man. In the course of his tour, he will monitor stations for programing and coverage, check on newspaper circulation patterns, and generally do on-the-ground investigation of media situations."

After approximately nine months in the field force, the man formally becomes a trainee, and embarks on a round of duties that, in something over two years, will make a buyer of him. For three months, he will be moved around the agency's various departments, particularly in traffic, where he makes contact with agency procedures.

Then he is brought back into the media department and divides his time among the media analysis group (where he gets to know all the data tools and various statistical procedures), the account service group (which processes estimates and media contracts), and the six buying divisions or account groups (for whom he works temporarily on any task that needs to be done). These account divisions are standard throughout the agency, and cut across departmental lines. In the group, the trainee works on specific accounts. He may take availabilities that have come in on a spot call and work up rates or rating points; or he may work out several combinations of newspapers. Often, the trainee will make out the request for estimate specifications supplied to the estimating section by the buying group. Sometimes, says Mr. Matthews, he just gets on the phone and starts negotiating.

The next to last step is permanent assignment to a group or an account within a group. From there, he is promoted to buyer.

Training All-Media Buyers

Mr. Matthews offers several reasons why Y&R's system is so elaborate:

- First, the all-media buyer (Y&R has no specialists) requires more preparation than the media specialist.
- Since the agency has a policy of promoting from within, "we have a responsibility to these people to develop them."
- After three years of employment, the man joins the agency's trust fund, "and we want to be sure about him before he gets that far."
- "I was a college teacher for many years, and I just think this way."

*Y&R does not belong to the National Outdoor Advertising Bureau, which performs such duties for its member agencies.

Next month *MEDIA/SCOPE* will discuss schools for media buyers and other formal training programs. ■

Scope on People

LATE MEETING: Among the stay-ups at *Show Business Illustrated's* recent midnight champagne party at New York's Sheraton-East Hotel were (left to right): Jerry Scott, Fleischmann Distillers; George Christie, Ted Bates; Ted Hanlon, also of Ted Bates; Martin Langer, SBI.



SPEAKING AT SEMINAR during Broadcasters' Promotion Association meeting in New York is Dan Bellus, advertising director for Transcontinent TV. Awaiting their turns are (from left) Frank Kemp, media director of Compton Advertising; Don Curran, ABC Radio; Theodore Grunewald, Hicks & Greist; Ben Holmes, Edward Petry Company.

NEW MEDIUM: Looking over model of new exhibit medium. Shopping Center Showcase, Inc., are (l. to r.) Sherwood Duffy of Kahn & Jacobs, the architects; Robert A. Jenkins, and John D. Hallaren, president and executive vice president, respectively, of the new company, which will erect exhibit halls in major U. S. shopping centers and lease booths to advertisers for displays. Fully commissionable to agencies, the booths will be leased on an annual contract and displays rotated monthly from center to center.



AT FIRST SESSION of revamped Time Buying and Selling Seminar of the Radio & Television Executives Society, Erwin Ephron of A. C. Nielsen Company welcomes students, who number close to 80. Seated behind Mr. Ephron are officials of RTES and the Seminar (from left): John Dickinson of Harrington, Richter & Parsons; Hal Meden of Franznick-Meden; Maurie Webster of CBS Radio Spot Sales; Cris Rashbaum of Harrington, Richter & Parsons; Al Petcavage of Doyle, Dane, Bernbach; Matthew J. Culligan of Interpublic, Inc.; Claude Barrere (partially hidden), executive director of RTES.



AGENCY POLICY of visiting media offices whenever possible brought Louis Magnani (center) and Henry Barry (right), of Marsteller, Inc., to new offices of American Society of Mechanical Engineers, opposite United Nations in New York. ASME publishes *Mechanical Engineering*. The agencyman's guide is Mark McDonald.



PHOTO BY CORMY

Concentrated **COVERAGE** where it counts...

Whether you want to protect the sales leadership of your product or greatly increase sales in the 3 top markets of New York, Chicago and Philadelphia, you need the unequalled selling impact of **FIRST 3 MARKETS GROUP** concentrated **COVERAGE** where it counts most.

In these most profitable markets, which account for 19% of total U. S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. Within the decisive markets of New York, Chicago and Philadelphia —

where the struggle for national brand dominance can be won or lost — *there is no substitute* for **FIRST 3 MARKETS'** solid 54% **COVERAGE** of all families.

In addition, **FIRST 3's** "Sunday Punch" circulation of about 5½ million reaches over half the families in 1,137 cities and towns, which produce one fourth of total U.S. Retail Sales.

Concentrate **COVERAGE** where it counts... with **FIRST 3 MARKETS GROUP**.

THE GROUP WITH THE SUNDAY PUNCH



New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4884 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, BAirfield 1-7848 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, DIalhirk 5-3557

Media / headlines

BROADCAST

Columbia Broadcasting System will invest \$14.5 million in the next two years in a consolidated C.B.S. Production Center in New York. CBS Radio Network has two new affiliates: KGA, Spokane, a former ABC Radio affiliate; and WNEB, Worcester, Mass.

FM Broadcasting System, Inc., subsidiary of Keystone Broadcasting System, has been re-organized into a network of 34 FM stations in 26 FM markets, with headquarters in Chicago.

KTBS-TV, Shreveport, will build a new 1,600 foot tower that will increase area coverage by 50 per cent.

KTRK-TV, Houston, has moved into new studios with double its former space, and facilities for color film telecasting.

NBC Radio Network has a new affiliate in Cleveland, WGAR, formerly a CBS outlet.

Storer Broadcasting Co. has agreed to buy WMGM, New York, from Loew's Theatres, Inc. At the same time it cut off negotiations to buy WINS, New York. Crowell-Collier Publishing Co. had been negotiating to buy WMGM. In order to stay within the FCC limit of seven radio stations, Storer will divest itself of WWVA, Wheeling, W. Va.

Westinghouse Broadcasting Company has given away one of its stations, KEX-FM, Portland, Ore., to the Oregon State System of Higher Education, pending FCC approval. WBC's AM outlet in Portland is KEX.

BUSINESS PUBLICATIONS

Electronic Products Magazine, Hempstead, N. Y., now offers insert advertisers a choice of eight zoned editions in the United States.

Industrial Electronic Distribution is the first of three new publications that Mactier Publishing Corp., New York, plans to launch in 1961-1962. The second publication planned is *Media Fact File*, a semi-annual directory of "publication profiles," due out in July 1962. And the third planned is a technical magazine in the electronics field.

Evaluation Engineering, Chicago, will be a bi-monthly aimed at the electronics and allied industries, first issue scheduled for March 1962. Publisher will be A. Verner Nelson, a former editor of *Electrical/Electronic Procurement*.

Metal/Center News, New York, is new monthly serving the metals distribution field, published by The American Metal Market Co., which also publishes the metal industry's daily newspaper.

Penton Publishing Company, Cleveland, has dropped plans for *Steel International* because the price of building and maintaining quality foreign distribution proved so high as to be unprofitable.

Production Magazine's International Edition will appear with a December issue, published by Bramson Publishing Company, Birmingham, Mich.

Fleet Management News is new name of

Transportation Supply News, published by Stanley Publishing Company, Chicago.

Shopping Center Age will appear in January as a new monthly publication of Labhar-Friedman Publications, Inc., New York, publisher of *Chain Store Age*. New publication will be designed to serve the specialized interests of the shopping center field.

Technical Publishing Company, Barrington, Ill., has added a new memory computing unit. It will be used for circulation, research, and reader-service purposes for *Plant Engineering*, *Power Engineering*, and *Atomics*.

Topics Publishing Company has been sold to two publishing houses that will jointly own and operate it: Chilton Company, Philadelphia, and Modern Medicine Publications, Inc., Minneapolis. Topics will continue as an organization publishing *Drug Topics* and *Drug Trade News*, with Harrison S. Fraker continuing as president. Ownership of two other publications, *Food Topics* and *Food Field Reporter*, will be acquired from Topics Publishing by Richard F. Tomlinson, who has been publisher of those two publications and is now president of Gaylin Corp.

MAGAZINES

Asia Magazine is new supplement being distributed with Sunday editions of 15 newspapers in Asia to 732,000 recipients of the newspapers. It is printed in English. Advertisers can buy space in the entire run or in two regional splits, one distributed in India, Pakistan, Burma, and Ceylon, and the other in the balance of the area.

American Weekly, effective January 7, 1962, will be distributed through nine Hearst newspapers and the Chicago *American*. The move, says Randolph A. Hearst, president of Hearst Publishing Co., "eliminates back-to-back involvement with other syndicated supplements and still delivers over 4 million effective circulation."

Family Circle will increase the number of editions offered to regional advertisers to ten in January 1962, all of them conforming to Nielsen marketing areas.

FM Listening is a new edition to publications of FM Magazine Group, Inc., which also publishes *Playback* in cooperation with FM stations in 21 markets. New publication will be digest size, with outer pages standard for all cities, and station listings related to local markets in center.

House & Garden Incorporating Living is name given by Conde Nast Publications, Inc., to its merger of *Living for Young Homemakers* (acquired when it purchased Street & Smith in 1959) and *House & Garden*. Merger becomes effective with January 1962 issue, with black-and-white, one-time page rate remaining at current *House & Garden* rate of \$4,975 through March issue, then rising to \$6,500 with April issue. Circulation of one million is guaranteed for year 1962. Newsstand price will be 50 cents.

Good Housekeeping has added the use of an embossed cover with a textured appear-

ance. Embossing carries over to second, third, and back cover advertisements.

Newsweek will raise subscription rates March 1, 1962. Price for one year will rise from six to seven dollars.

Paperback Review, devoted to the selection and review of paper back books and distributed three times a year at over 1,000 colleges, has been purchased by T. F. W. Publications, Inc. Currently restricted to book advertising, it will start accepting general advertising with Spring 1962 edition.

Parade will increase its ABC circulation base to 10,795,815 with its January 7, 1962 issue through addition of distribution with Sunday editions of the *Houston Chronicle*, *Dallas Times-Herald*, *El Paso Times*, and *St. Paul Pioneer Press*. One-time, black-and-white page rates will go up on January 21 from \$30,710 to \$32,625; and at the same time bulk cash discounts will be increased two percentage points for advertisers buying 6, 13, 26, 39 and 52 pages within a year.

Shopper's Reward is name of new coupon merchandising magazine to appear monthly starting January 1962. It will carry 10 coupons in each issue, with total redemption values expected to be approximately \$75. Planned monthly circulation will be seven million. Distribution will be to super market customers whose purchases come to \$10 or more.

Time, effective March 2, 1962, will add a New York Metropolitan Edition, distributed in 22 counties in urban-suburban New York, New Jersey, and Connecticut. One-time black-and-white rate will be \$2,300, based on 300,000 circulation. It will be available every fourth week.

NEWSPAPERS

American Newspaper Publishers Association has objected to an "Initial Decision" of the Federal Communications Commission which would require American Telephone & Telegraph Company and Western Union to impose big increases in charges to the press while reducing charges to government and commercial users. A.T.&T. made a similar attack.

ROP color advertising in newspapers continued to gain through September, according to a report issued by R. Lee & Co., based on tabulations of Media Records, Inc. For the first nine months of 1961 lineage was up by 8.5 million lines - 6.2 per cent above the same period in 1960.

U. S. newsprint consumption, indicating total newspaper publishing volume, was two per cent less for the first nine months of 1961 than in the year previous, according to the American Newspaper Publishers Association. Newsprint consumption in the 1961 period, however, was 2.3 per cent higher than in the same period in 1959.

OUTDOOR

Naegele Advertising Companies, Inc., Minneapolis, has purchased Quality Advertising Company, Lansing, Mich., and Heywood Outdoor Advertising Co., Reno, Nev., bringing to ten the number of outdoor advertising companies acquired by Naegele in the last five years.

Another great Texas newspaper

The El Paso Times

Same Landed Wire of The Associated Press (AP) and New York Times Service—Member of Audit Bureau of Circulation.

★ ★ ★

EL PASO, TEXAS, SUNDAY, OCTOBER 8, 1961

68 PAGES IN

THE WEATHER

El Paso on Sunday, 20-25 m.p.h. temperature. 68. No rain. 80.

adds

PARADE

as its only syndicated Sunday magazine,
beginning January 7th, 1962

The El Paso Times is the Sunday newspaper of the fifth city in Texas and of the fabulous Southwest... twenty-four counties of West Texas and New Mexico. This is the largest, and one of the fastest growing retail trading zones in America, with an annual growth rate more than three times the national average. In this billion dollar market, the Sunday Times is home-delivered in practically every city, town and hamlet.



Now, for the third time in sixty days, Parade hits another all-time high in circulation, reaching 10,604,430 homes through 68 strong newspapers. Now five great Texas newspapers—the Beaumont Enterprise, the Dallas Times Herald, the El Paso Times, the Fort Worth Star-Telegram and the Houston Chronicle—give Parade by far the largest Texas circulation of any syndicated Sunday magazine.

THE EL PASO TIMES IS REPRESENTED NATIONALLY BY TEXAS DAILY PRESS LEAGUE, INC. AND GENERAL ADVERTISING DEPARTMENT, SCRIPPS-HOWARD NEWSPAPERS.



**TALK TO THIS
\$4 BILLION
MARKET
in its own terms:
through
CANADIAN
BUSINESS
PUBLICATIONS**

Canada is your biggest export customer. The marketers who are sharing 4 billion dollars a year talk to the Canadian market in its own terms. Whether they are Canadian, U.S. or European companies, the successful firms treat Canada as a separate market, with its own media, its own trade patterns.

Astounding. Canada is among the few countries in the world which has a modern, highly developed, sophisticated business and technical press on a scale comparable to the U.S. Marketers learning this are astounded at the scope, influence and vitality of Canadian business publications.

A major medium. As in the U.S., the business press in Canada carries a major share of industrial marketers' promotion dollars. U.S. manufacturers marketing in Canada spend about a quarter of the \$30 millions annually invested in Canadian businesspaper advertising.

Select well. No budget can include every publication there is. One reliable guide: ask if the Canadian publications you plan to use belong to the Business Newspapers Association of Canada. Most good ones do; providing circulation audits, marketing data and imaginative Canadian editorial.

More details. See SRDS Canadian edition, or write to Business Newspapers Association of Canada, 100 University Avenue, Toronto 1, Canada, for data on 136 business, professional and technical publications.

**CANADIAN
BUSINESS
PUBLICATIONS**

61-36

Business Press



Howard G. Sawyer

New Media Selection Devices?

IT MAY BE that the IARI project council on copy research has come up with an idea that qualifies ad readership ratings as a media selection tool.

Up until now, the IARI — and the various ad rating services — have cautioned us against using the scores in any form of media appraisal. There are two reasons.

First, the percentage score should not be projected against the total magazine circulation. A 20 "Noted," for example, does not mean that 20 per cent of total circulation "saw" the ad.

In the case of personal-interview surveys we have no way of knowing — and the services won't tell us — the ratio of completed interviews to calls. So, for what may be the majority of the sample, we have no evidence.

Sometimes, in the case of mail surveys, we are told how much of a mail-out they have to make in order to get the desired number of returns, but the projections here are not reliable because the refusal rate may be as much as 60 per cent, and that's a lot of "unknowns."

In the second place, the scores are not comparable, one publication's with another's. One publication will turn up much higher scores on the average because, perhaps, of a shorter interval between issuance date and interviewing date or because of differences in interrogating technique.

Scoring Systems Differ

The scoring systems themselves differ greatly, yielding scores with different meanings, and few, if any, of the services will take on directly competitive publications as clients. Also, some measure both observation and reading, others measure "interest."

Now the IARI council (John DeWolf, mainly) has produced a system which (it has been suggested,

but not by the IARI or Mr. DeWolf) makes scores comparable, one magazine's with another's. A higher average score for one product class might indicate one magazine as being a more suitable advertising medium for that class of product than another publication producing a lower average score for the same product class.

The new scoring system utilizes "letter grades." The percentage scores are grouped into even sixths, highest to lowest, the highest sixth being awarded "A" (with a special A-plus for the top 5 per cent), the next sixth "B," the middle third "C," and so on down to "E" for the bottom sixth.

There's some arithmetic involved in compensating for variations in level of scores between issues of the same magazine (medians vary from month to month for some undetermined reason), but let's skip that for this session.

The point is — it can be easily seen how any one advertiser or group of advertisers in the same product classification customarily perform from one magazine to another.

Thus, an ad or campaign which scores "B" or a group which averages "B" in one publication could be said to indicate that the readers of that publication are more interested in the subject than the readers of another publication where the same ad or campaign or group of competitive ads score a "D." The first publication would, then, be a better buy than the second publication.

Differences in Interest

The difference in demonstrated reader interest may be because of a smaller percentage of readers having a buying interest in the product class, or because of any of several other features:

1. A difference in editorial environment reflecting on the ad reading.
2. Variations in magazine make-up (ads bunched together in one case.

(Continued on page 106)

Media/scope, December 1961

"Now, Joe, if only
you could polish off
my big problem..."



1| "Sure I have a problem. Listen . . . promoting an advertising medium like ours calls for dramatics. We blast out our one biggest sales point, loud and pretty —



2| "—but as promotion manager I worry about not registering the eight *other* big points in our total sales story for an advertiser. We could be losing contracts to competitors who claim to have the *other* values.



3| "Actually we have stronger arguments on all eight angles than any competitor, but we can't crowd 'em all into our *im-*pression ads. How can I plug this gap in my promotion plan, Joe?"



4| "Well, Mr. Smith, I don't polish off many problems, but I shine up three agencies right across the street, and all the time, day or night, I see them looking up where they're going to spend the money in a directory sort of thing —"



5| "Oh, sure, Joe, you mean SRDS. We have a smasharoo blurb in there on our main sales point same as — hey . . . that's it! Why don't I put *all* our good points in Standard Rate, right where they have to look when they're comparing us with the competition. Thanks, Joe, you sure polished off a tough one for me."

6| *With competent, strategically placed information in SRDS*
YOU ARE THERE
selling by helping people buy

SRDS

Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL.—YORKTOWN 4-8500
SALES OFFICES—SKOKIE, NEW YORK, ATLANTA, LOS ANGELES



**WE CAN
COUNT TO**

81,000

We could build a circulation that would reach into every one of the 81,000 plants in the metalworking field. But that big circulation would be a frightfully costly waste to you. Here's why...

Only 21% of 81,000 plants are worth your while.

That's right! And that 21% of the plants produces 92% of the business. These are the plants which employ over 50 men. That's why...

We believe in pinpointed penetration.

In order to keep you from wasting your advertising dollars, we pinpoint and deliver the buying authorities in the plants doing the big business... the Production and Engineering people who have the say in the purchase of equipment and materials.

Ask to see a complete analysis of MACHINERY's circulation by SIC category, title, and plant size. Find out for yourself why MACHINERY's circulation is useful circulation.

Machinery

ENGINEERING and PRODUCTION in METALWORKING

Published by THE INDUSTRIAL PRESS
93 WORTH STREET, NEW YORK 13, N.Y.



**... but why
should we
waste
our time
and
your
money?**

(Continued from page 104)

interspersed with editorial in another case).

3. Heavier competition from other advertising.

4. Thickness of issue.

5. Frequency of issuance.

The reason doesn't make any difference; the important thing (according to this theory) is that one ad does better in one place than in another. (Cost would have to enter the consideration, of course.)

I see one additional benefit from this system (assuming for the moment that the theory is sound). A publisher (and his representative) will be less embarrassed by a low score turned up for one advertiser if the same ad gets a comparable letter grade in competitive publications, regardless of the respective percentage scores. One magazine will no longer look worse than another just because its rating service produces lower percentage scores.

So, what do the letter grades tell the media buyer? That the advertiser's product classification finds a higher level of reading interest in one publication, relative to other advertising, than in another publication.

This is what we've been yearning to find out.

Throw It Out

In what I presume to be all seriousness, a certain publisher has issued a report on a "readership" study, which 1) fails to include a specimen of the questionnaire form, 2) does not list by name the sources from which the sample was selected, 3) does not show the amount of the mail-out, 4) does not show the number or percentage of response, and 5) shows the results only in percentages of an undisclosed base.

This survey report should be thrown out at once, along with the unfortunate representative whose management requires him to lug it around.

Merry Christmas to You, too!

How about the business publication that, as a Christmas offering to its advertisers, promised a free editorial page for each page of paid advertising?

ITEM:
vertising
— the
build up
tion am
color (S
Sunday
grandda
Journal,
also let
test it
bound
branche

Region

ITEM:
gradual
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and light
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own lev

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step in
the boys

ITEM:
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wants,
That m

Trends I'll Give Odds On

By Lionel M. Kaufman

December is the month for a columnist to stick out his neck for next year. Once again, your columnist invites you to hold these predictions and mail them back next December, 1962 and salutes the one faithful reader who did so last year.



ITEM: Greatest strides in color advertising will be made in newspapers — the medium that isn't afraid to build up a healthy internal competition among three different kinds of color (ROP color, Hi-Fi preprints, Sunday supplements.) With the granddaddy of ROP color, Milwaukee Journal, not only accepting Hi-Fi, but also letting the advertiser split-run test it with ROP, this medium is bound to build new interest in all branches of newspaper color.

Regional Editions

ITEM: The national magazines are gradually going to realize that their regional editions aren't all sweetness and light. Two directions to watch: (1) the advertiser who feels it's smart merchandising to show the trade a longer list of magazines, by using only regional slivers of each; (2) the regional newspaper groups, which are discovering they can now compete with national magazines on their own level.

ITEM: We're getting near the time for a trade paper shake-out in the "growth industries." Some of those fields, where just about everyone's been starting a new book, are ready to let the readers and the advertisers step in and separate the men from the boys.

ITEM: Newspaper discounts will keep growing, but they're going to be the kind of discounts the advertiser wants, rather than the publisher. That means bulk will be rewarded,

rather than frequency required. Leading newspapers, such as the Los Angeles Times, have already taken steps to recognize this demand.

More Newspapers

ITEM: The time is getting ripe for the birth of some new newspapers. America can't go on indefinitely cutting its key cities down to one-publisher towns. (Wichita and Portland, Ore. joined the long list this year.) Will some new Marshall Fields step up to furnish our choice of reading — or will the nationwide expansion dreams of the New York Times, Wall Street Journal, etc. help meet this need?

ITEM: Don't get the idea that, after the McCall's and Saturday Evening Post model changes, the whole magazine field is going to "go out and come in again." Piling all your editorial improvements into one sweeping change is a luxury only the biggest books can afford. Without an equally-sweeping promotion campaign, it wouldn't have the same effect for a smaller book. The field in general will still have to depend on issue-to-issue growth and improvement, and, for the mainly-subscription books with slow audience turnover, that could be the better kind of growth.

CLOSING THOUGHT: Sometimes columnists' dreams do come true. See November 1960's "Time for a Change?" See the St. Louis Globe-Democrat's new Weekend Edition. ■



TWO WAYS TO TEST A MARKET



Ringling doorbells to canvass new markets is old hat nowadays. It proved to be too costly. Besides, the modern way is more effective and economical. It is called INDUSTRIAL EQUIPMENT NEWS...industry's original product news publication. Every month, over 81,000 buying influentials in all industry read IEN for one reason only: Product Information. And these readers are looking to buy. A 1/9th page advertisement in IEN not only helps you test markets economically, but because it is a market oriented magazine, it offers you these eight other advantages: (1) Helps keep up with changing markets. (2) Finds new markets. (3) Finds new applications in present markets. (4) Finds markets for "orphan" products in your line. (5) Protects existing markets. (6) Pinpoints growth markets. (7) Locates unknown buying factors. (8) Reaches markets currently most active. Our new Media Data File gives you the full IEN story. Send for it today.



INDUSTRIAL EQUIPMENT NEWS
THOMAS PUBLISHING COMPANY
461 Eighth Avenue • New York 1, N. Y. • OXford 5-0500



Got A Sales Problem?

South Bend's WSBT-TV doesn't have a magic cure-all for sales problems. But it does cover 15 counties in Indiana and Michigan . . . a fact to be seriously considered in sales and marketing programs.

For these reasons—

The South Bend TV market is just that—it belongs to South Bend stations. Outside coverage is nil; 5% to 7% at most.

This is a high income market . . . \$1.73 billion*; retail sales are \$1.11 billion*. (The South Bend metro area has the highest per household income in the state, \$7,987*.)

To reach the rich South Bend market use its dominate station . . . WSBT-TV, one of CBS's highest rated stations. See your Raymer man for availabilities and market data.

*S.M.'s 1961 Survey of Buying Power

WSBT-TV

SOUTH BEND, INDIANA

Channel 22



Paul H. Raymer, National Representative

VIEWS ON BROADCAST

Problems in TV Budgeting

By Isabel Ziegler



THIS IS THE TIME of the year when clients want to have their next year's advertising completely planned and accurately budgeted. At the same time, few clients actually authorize placement of specific orders. These divergent facts create problems. These problems are especially acute in television—a medium subject to constant changes. These changes occur in two pertinent areas, programing and pricing.

An agency must reconcile these two points of view. In effect, it must develop plans which are specific and yet flexible enough to allow for the unexpected,—the demise of a show or a change in programing structure. Sometimes alternate plans are submitted to encompass any possibilities which may occur. Even then, the unexpected can happen. Also this strategy tends to create a feeling of accepting second-best should the first plan not be negotiable for some reason.

Budgets Must Be Set

Budgets must also be figured, but with enough leeway to provide not only for rate increases, but also for programing changes which often affect rates, usually increases. Yet, these budgets must be realistic so that advertising is not priced out of reach, or unnecessary funds tied up and later used for purposes other than advertising because they have not been allocated for a specific program.

Planning often involves selecting programs or spot schedules to produce

a desired frequency, reach, or cost per thousand. Much of this is done before network schedules are firmly established, and, also before programs are exposed to the public. Or, if they already are, there is little indication of what rating levels can be achieved.

Estimates of Ratings

Many agencies solve this problem by estimating ratings; others by using time-period ratings. Some agencies base their circulations by developing a history for similar type programs. Other agencies use a combination of these methods. No matter which method is used, all reflect estimates. And yet, definite analyses are developed on these premises and lead to important decisions.

Networks offer little consolation. In many cases, it is impossible for them to work far in advance. Creation of programs requires time and large capital investments. Decisions are not made easily, and often one network waits for the other network to announce its strategy, before action is taken and a program log put together.

There seems to be no real solution to these problems. They must be met. Advertisers must plan ahead and agencies must meet this requirement. Therefore, an agency must be careful to establish firm ground rules and carefully select methods which will eventually show a close relationship between the estimated and the actual,—on both the basis of delivery and cost.

Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

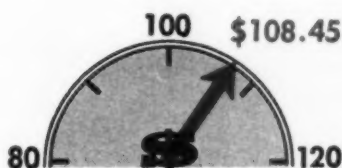
Ad Rate Changes:

October 1960 to October 1961



Business Publications

From October 1960 to October 1961, business publication space rates rose 5.1 per cent. Circulation increased 2.2 per cent, and cost-per-thousand increased 2.8 per cent during the period.



Consumer Magazines

For each \$100 invested in consumer magazine space costs in October 1960, it would have cost \$108.45 in October 1961. During this period circulation rose 3.9 per cent, and cost-per-thousand rose 4.4 per cent.



Daily Newspapers

During the 12-months' period of October 1960-October 1961, the national display rates of daily newspapers increased 4.7 per cent. Circulation rose 1.6 per cent and cost-per-million increased 3 per cent.



Spot Radio

In order to repeat the spot radio schedule of October 1960, the advertiser in October 1961 had to spend \$102.08 for every \$100 he spent on time charges in that month in the previous year.



Spot Television

To duplicate a spot television campaign of October 1960, the advertiser would have had to spend 7.4 per cent more on time charges in October 1961.

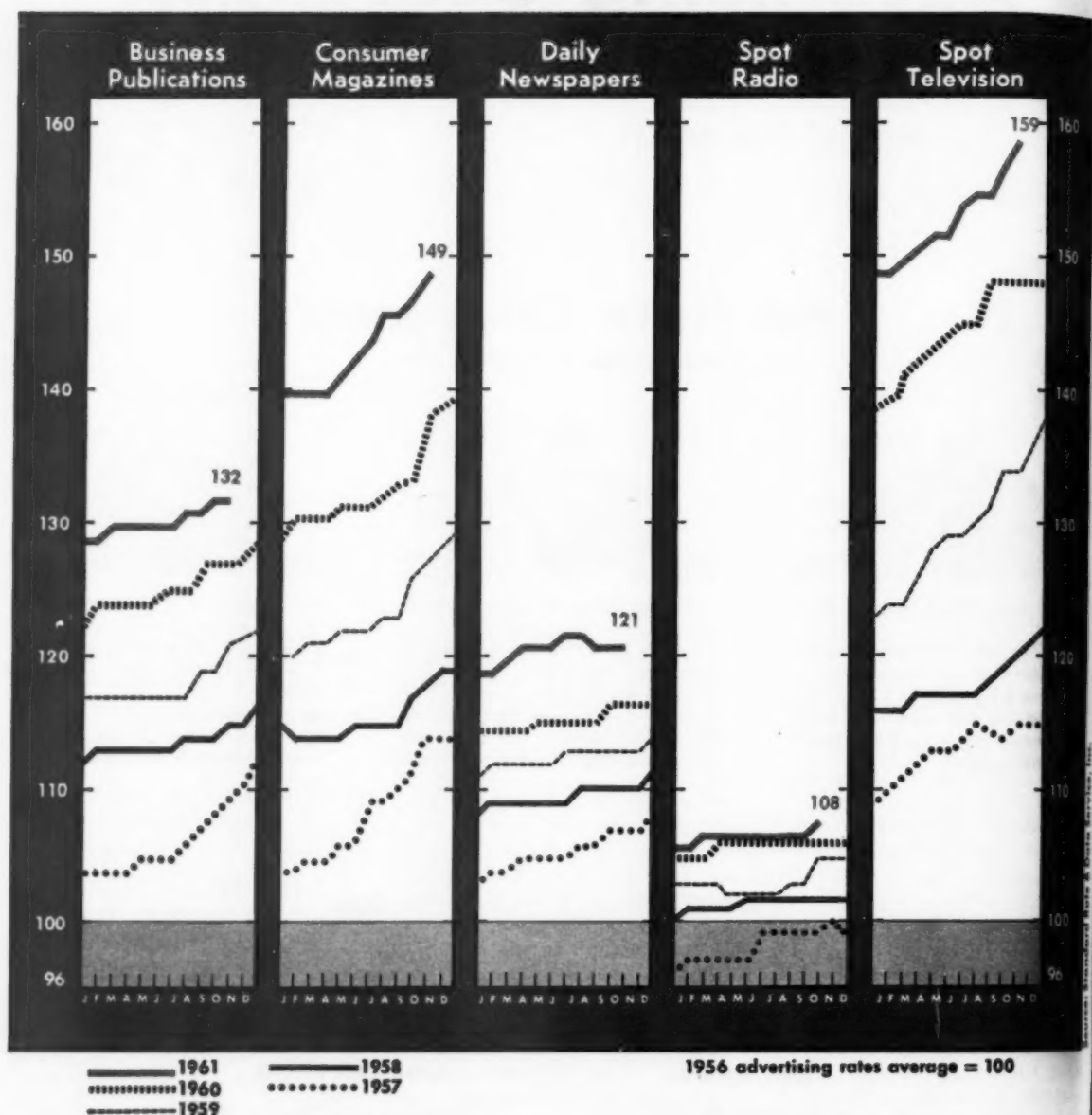
Note: in all meters \$100=unit cost for October 1960

Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

AD RATE INDEXES

Long-term Trends



Business Publications

During the time from the base period (the year 1956) to October 1961 space rates increased by 32 per cent. Space costs in October 1960 were 26 per cent higher than during the base period.

Consumer Magazines

In October 1960 space costs were 37 per cent above those in the base period. In October 1961 the costs were 49 per cent above the base period, and circulation was 22 per cent above what it was in the base period.

Daily Newspapers

By October 1961 daily newspaper national display rates were 21 per cent above the 1956 base period. Since 1956

circulation had gained 4.9 per cent and the cost-per-million had increased 16 per cent.

Spot Radio

Spot radio time rates in October 1961 were 8 per cent higher than during the base period. For comparative purposes in October 1960 they were 6 per cent higher than the base. In October 1959 they were 3 per cent higher.

Spot Television

Spot television rates continued their upward movement. In October 1961 they were 59 per cent higher than during the base period. In October 1960 they were 48 per cent higher than the base period.

POWER

THE
POWER
OF
CONCENTRATION

IN DETROIT, concentrate your advertising in the 3-county Metropolitan Market, where 1,080,000 families earn more than \$9-billions in net effective buying power. In this area of high volume sales, The Detroit News goes into 4 of every 5 homes that get a Detroit newspaper.* In none other of the nation's five largest markets can you get such effective market impact with one newspaper—nor such a low milline rate; \$1.93 weekdays, \$1.69 Sunday. To sell Detroit, just buy The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

723,578 weekdays—914,523 Sundays

6 months ending 9/30/61, as filed with ABC, subject to audit

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road

Media/scope, December 1961

Avery-Knodel

Avery-Knodel salutes KVOA's move to the summit of Mt. Bigelow, Ariz., with "Tucson and KVOA-TV: Growth Unlimited." Booklet reports that the move makes all coverage data prior to October 1961 obsolete. Market data include latest population figures for this 54th largest and fifth fastest growing city in the U. S., and dollar figures on wholesale-retail sales (\$300 million annually), government pay rolls, manufacturing, mining, construction, defense plants and bases, research and development, utilities, agriculture, and tourism (\$58 million a year). Hours of industrial labor shifts, shopping nights, and days and nights of heaviest retail sales are also given.—A.

The Binghamton Press

The Binghamton Press defines the "True Binghamton Market" by adding five counties to the one (Broome) in its Standard Metropolitan Statistical Area. This "True Market," says



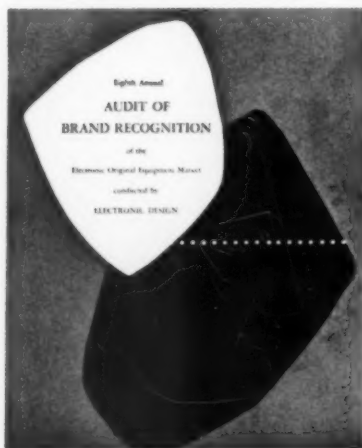
the Press' new market guide, accounts for retail sales of \$525.6 million, which is then broken down among nine retail classifications, from lumber and building sales to drug store and general merchandise sales. Guide lists companies with plants in the market, shows why Binghamton is a good test market, and compares its low (17th place) rate of unemployment to that of 79 other cities.—B.

The Chicago Tribune

The Chicago Tribune's analysis of coffee buying over a full year by 725 Chicago area families indicates that city dwellers are the heaviest users of instant coffee, while suburbanites favor the regular variety. Coffee buying is also broken down by age, income, and family size. Coffee is but one of many grocery and drug items whose weekly purchases are reported continuously by the Tribune's consumer panel.—C.

Electronic Design

Electronic Design asked subscribers to specify names of manufacturers they "would consider in planning purchases" of 96 separate items of electronic original equipment, from



accelerometers to zener regulator diodes. They were asked to mention only those names that came readily to mind in connection with only those components "normally encountered" in their work. Results, for each year from 1955 through 1961, appear in the "Eighth Annual Audit of Brand Recognition."—D.

The Farmer

The Farmer's subscribers in Minnesota and in North and South Dakota report brand usage of each of 75 different products in the 81-page "Survey Report—Food and Grocery Products." All results are listed beside those of a similar survey made in 1959. Booklet also reports baking

practices and super chains shopped by subscribers.—E.

Food Topics

Nearly \$48.5 billion were spent in grocery stores in 1960, says "Summary of 1960 Sales of Food Store Products," issued by Food Topics, Food Field Reporter. This is a 4 per cent increase over 1959. Food sales climbed 3 per cent, while non-food volume rose 10 per cent. Summary reports dollar value of total U. S. consumption of 325 separate items, the amount of this spent in grocery stores on each item, percentages of total store sales represented by each item, and percentage of total consumption of each item sold in grocery stores. Each set of data is reported for 1958, 1959, and 1960.—F.

Life

"Multi-earner Families," a two-part article by the National Industrial Conference Board in the August and September supplements to "A Graphic Guide to Consumer Markets," reports the life-cycle movements of a large and growing number of U. S. families into and out of the "middle-income class," as wives move in and out of the labor force. This Life study finds that two-thirds of all families with annual incomes of more than \$7,000 include at least two wage earners. But families enter and leave this group as women leave jobs to rear children, return as children grow older, and as older children themselves contribute to family income before leaving home to start their own families. Though "remaining psychologically" in the income bracket of the chief bread winner, these families, for various periods during the life cycle, can and do rise above normal spending levels.—G.

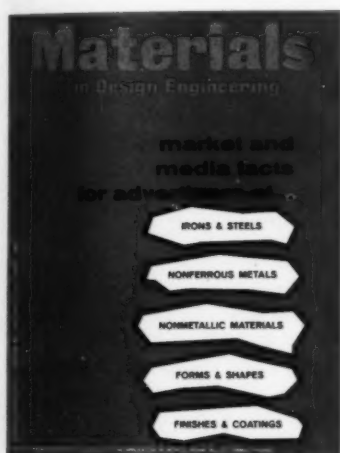
Look

Further results from its 1961 National Automobile and Tire Survey are reported by Look. They show that replacement tire sales during the past year, including both new tires and retreads, came to 69.7 million, up 14.5 per cent over sales four years ago. New tires as replacements showed a four-million tire sales in-

crease over the previous year. Brand loyalty was found to be high among replacement tire buyers. Sales of snow tires, too, are on the rise. Of the 242.9 million tires on private passenger cars today, 53 per cent are replacements made by the current car owner. Study also covers automobiles, trucks, maintenance, accessories, dealer contacts, car waxing, oil, additives, oil filters, gasoline, payment plans, insurance, mileage, licensed drivers, and even credit cards.—H.

Materials in Design Engineering

A new market and media brochure by *Materials in Design Engineering* carries a 12-page illustrated insert showing, in miniature, exactly how the magazine handles its eight editor-



ial sections. Brochure also describes its markets for engineering materials, forms, and finishes, and shows its paid circulation among job functions whose duties include specification of materials.—I.

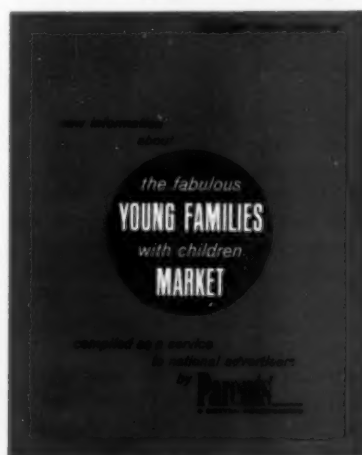
Modern Materials Handling

Annual and projected sales of seven equipment categories for 1947 and for each year from 1954 through 1965 are reported by *Modern Materials Handling*. Sales of such storage equipment as hoppers, pallets, lift tables, and feed reels, for instance, came to \$153.3 million in 1947, reached \$494.5 million last year, and are expected to hit \$564 million in 1965. Other items in the magazine's

new media file are its BPA statement, AIA Media Data Form, circulation breakdown, information on editors and special issues, a reader profile, and data on advertising carried by various publications covering the field.—J.

Parents'

By 1970, the U. S. is expected to include 84 million children under 18 in its population according to



Parents'. And annual births are expected to rise from this year's 4.3 million to 5.4 million. *Parents'* "Market Data Book No. 5" also includes

statistics on number of U. S. households, families, and married couples, birth projections by region and state, average family size, births per 1,000 population, distribution of births by months, number of families with children by ages of children, married women in child-bearing ages, number of children by age of mother, family income by family size, school enrollment by age, and magazine audience characteristics. Many of these and other tables include data for each year from 1950 through 1960 and 1970.—K.

Redbook

"Fourth Annual Survey of the Young Adult Food Market" by *Redbook* indicates that more shoppers — 75 per cent today — are buying most of their food at a single store. Food-buying in shopping centers is also on the rise. Both trends are particularly strong among younger women in the 18-34 age group. These younger housewives also predominate among those who report doing most of their weekly food buying on one trip. The 35-44 age bracket, however, leads in weekly food spending, \$33.47 a week, against the median family expenditure of \$29.05. Survey also covers buying of new products, kinds of new products tried, and new recipes.—L.

Requests for these studies will be forwarded by MEDIA/SCOPE to the firms that published them. These firms will then send studies directly to the requestors, with appropriate invoices for any stated charges.

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: _____

Company: _____

Address: _____

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(Continued from previous page)
Photo Developments

A survey among member and non-member dealers of the Master Photo Dealers' and Finishers' Association compares receipt, reading intensity, permanent filing, employee routing, and usefulness of *Photo Dealer*, *Photographic Trade News*, *Photo Weekly*, and *Photo Developments*. Latter is official magazine of the Association. Results are broken out by members and non-members.—M.

Realites

A study of subscriber characteristics investigates, among other factors, their median income, median home value, automobile ownership, previous travel, and entertainment of guests in the home.—N.

Richmond Times-Dispatch and News Leader

"Qualitative Acceptance of Advertising Media" reports results of a survey asking Richmond adults whether they like advertising in radio, television, and newspapers, whether they pay attention to it, whether they believe in its honesty, and whether it helps them to buy advertised products. Brochure gives total response and breaks down replies among men and among women for each of the three media.—O.

Today's Health

In doctors' reception rooms, 42 per cent of readers seen picking up *Today's Health* "settled down to read for awhile." Among subscribers, 69 per cent feel the magazine's articles are more interesting than those in other magazines subscribed to. These two items give an idea of the detailed findings of a reader survey taken after a prior survey of media buyers to find out what they wanted to know. In addition to these and the usual demographic data found in surveys, *Today's Health* reports number of issues seen, number of readings per issue, percentage of reception rooms displaying (hidden or in full view) copies of *Today's Health*, and comparative opinions of subscribers to articles, advertising, believability, and usefulness of *Today's Health* and to those of other magazines subscribed to.—P.

PROMOTIONS AND PRESENTATIONS

Building Products Dealer

A six-way slide rule, based on the magazine's "Continuing Census of the Dealer Field," shows at a glance sales volume by size of dealer by state. It also shows location within a market, as well as number and percentage of dealers who sell each of 28 items of building materials and how many dealers with how many employees are reached by *Building Products Dealer*. Chart also gives data on dealer home building and remodeling, and on how many are adding product lines.

Bureau of Advertising

The "11th Annual Time Table of Retail Opportunities" includes the "Newspaper Advertising Planbook for Profits," which shows seasonal sales patterns for 18 store types and national sales figures for nearly 100 merchandising lines, and advertising lineage patterns for 75 others. "Planbook" also gives sales data for each of the 12 Federal Reserve Districts and Canada. Another section, the "Market Target Table," gives monthly per family expenditures for four merchandise lines in six types of outlet. Point of piece is to stress value of precision timing in advertising.

Canadian Shipping and Marine Engineering News

A folder on *Canadian Shipping's* "Annual Directory of Sources of Supply," out this month, reports service to a \$500 million marine market. Directory lists manufacturers, distributors, and suppliers of "everything needed in building, fitting out, and operating ships." It reaches "all Canadian shipyards, shipping and ship-operating companies with vessels of 25 tons or more, plus fleet owners . . . in every Canadian seaport or inland waterway."

CTV Television Network Ltd.

Canada's new network has also developed a slide-rule. This one is a calendar showing cut-off dates for 13-, 26-, 39-, and 52-weeks' TV campaigns. One simply lines up the

starting date, and everything else falls into place.

Gallup & Robinson

Eleven case histories, showing how research has "helped management achieve sales and communications goals" include examples of measuring "total effect" of a television campaign, evaluating an advertising approach, determining influences on institutional group buying decisions, and two cases on the effect of corporate advertising in changing attitudes. One covers television; the other, print. Still another shows how sales effects of a major switch in media strategy was measured, by determining results of the "before" and "after" campaigns.

Peters, Griffin, Woodward, Inc.

A new edition of "Spot Television Cost Yardsticks" includes costs of nighttime half-hours, nighttime 20's, five daytime participations, five nighttime fringe minutes, and 10/12 plan minutes in each of 84 markets. Tables also list number of TV homes in each market. For sellers of seasonal products, other tables show average temperatures in each market during each month of the year.

Reader's Digest

"The Who's Who of International Magazines" is one big chart mapping international circulations of *Reader's Digest*, *Life*, *Time*, and *Vision/Vision*. Other maps locate each international edition of these magazines. Side tables show circulation, cost, and advertising volume of each edition. Folder emphasizes quality of international circulation by pointing out that ability to read abroad is usually limited to the well-heeled.

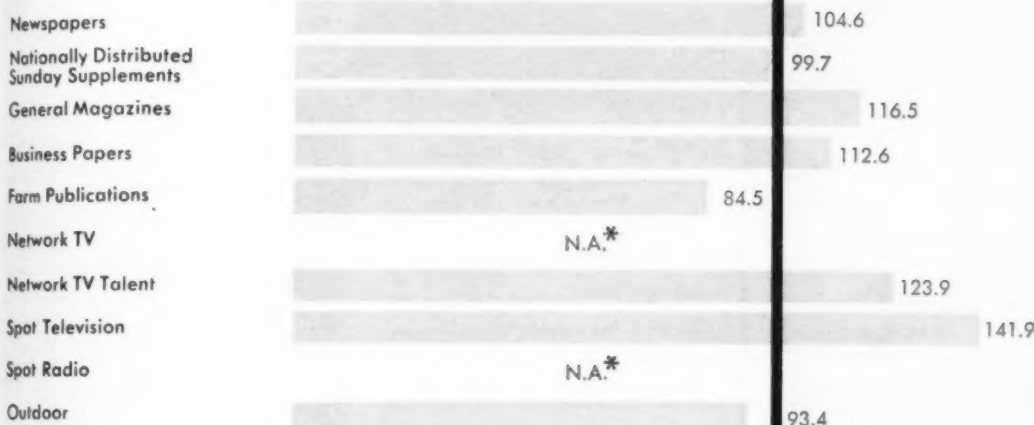
WWJ, Detroit

A new kind of business game was played by advertising men at presentations in Detroit, Chicago, and New York. To stress how good business is, facts from WWJ's "Total Radio" presentation were printed on "bingo boards" held by guests. The decision-makers placed disks on each fact on their boards as it was mentioned during the slide and tape presentation. Detroit's J. L. Hudson department store supplied prizes for the winners.

Record of National Advertising Expenditures

First Nine Months 1961

INDEX
FIRST NINE MONTHS
1956 = 100



PER CENT CHANGE
1961 - 1960

First Nine Months 1961	\$ Volume 1961	\$ Volume 1960
Newspapers	\$ 508,447,000	\$ 513,788,000 ^R
Nationally Distributed Sunday Supplements	54,742,000	60,309,000
General Magazines	577,158,000	589,943,000
Business Papers	372,490,000	412,457,000 ^R
Farm Publications	35,584,000	42,126,000
Network TV	N.A.*	N.A.*
Network TV Talent	277,382,000	265,000,000
Spot Television	439,571,000	441,187,000
Spot Radio	N.A.*	N.A.*
Outdoor	84,700,000	92,100,000

R = Revised
*Not Available

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co., Farm Publications: Farm Publication Reports, Inc. Network Television: LNA-BAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.



A "Special Interest" Magazine

Reaching more than 450,000
adult males whose principal
hobby is guns and shooting.

Write for sample copy!



**The AMERICAN
RIFLEMAN** Magazine

SCOTT CIRCLE WASH. 8 D.C.

SYRACUSE, N. Y. BEST TEST MARKET U.S.A.!

The ideal test market
meeting every require-
ment!

Syracuse's position as
America's Best Test Market
is confirmed by an 11-year
continuing study made by
Selling Research, Inc. and doc-
umented by Sales Manage-
ment Magazine.

Plus

unmatched delivery of
1/3rd of New York State.
No combination of media can
deliver comparable coverage
at comparable cost.

**the SYRACUSE
NEWSPAPERS**
SYRACUSE, N. Y.

Represented Nationally by
MOLONEY REGAN & SCHMITT

TRENDS IN NATIONAL NEWSPAPER ADVERTISING LINAGE

OCTOBER and FIRST TEN MONTHS 1961 vs 1960

	OCTOBER 1961 vs 1960		FIRST TEN MONTHS 1961 vs 1960	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	-8.6	8.5	-8.8	8.0
Foods	-2.8	15.2	+0.1	14.7
Baby Foods	-4.1	0.3	+19.9	0.4
Baking Products	-15.6	2.0	+1.4	1.9
Beverages	-14.6	1.6	-17.6	2.1
Cereals & Breakfast Foods	-1.6	0.6	+8.3	0.5
Condiments	-2.5	1.0	-15.6	1.0
Dairy Products	-21.1	1.7	+8.1	2.1
Frozen Foods	-0.7	1.2	-17.8	1.0
Meats & Fish	+48.6	1.0	+4.4	1.3
Industrial	-18.3	2.4	-5.8	2.3
Insurance	+21.5	2.1	-0.2	1.7
Medical	+4.9	3.4	-3.0	2.4
Public Utilities	+12.0	3.5	+0.8	2.9
Publishing & Media	-6.1	10.9	-6.4	8.9
Radio, TV & Phonographs	-33.3	1.2	-20.6	0.9
Sporting Goods, Cam. & Photo Suppl.	+11.7	0.3	-41.6	0.6
Tobacco	-47.6	2.9	-22.6	3.4
Toilet Requisites	-10.9	3.0	-13.4	3.0
Dentifrices	+132.1	0.3	-15.7	0.3
Men's Toiletries	-25.6	0.4	-32.6	0.3
Perfumes & Cosmetics	-23.2	1.5	-14.2	1.2
Toilet Soaps	-67.1	0.1	-33.1	0.2
Transportation	-4.4	10.7	+11.9	12.4
Airways	+18.5	8.1	+24.0	8.8
Bus Lines	-69.3	0.4	-30.2	0.3
Railroads	-23.0	0.5	-11.7	0.9
Steamships	-35.7	1.0	-5.0	1.1
Tours	-5.8	0.5	+2.0	0.8
Wearing Apparel	+1.1	1.9	-1.5	1.3
TOTAL GENERAL	-8.0	78.0	-4.8	76.2
AUTOMOTIVE				
Gasolines & Oils	+40.2	1.8	+63.9	3.9
Passenger Cars—New	-30.3	13.2	-18.4	11.7
Tires & Tubes	+29.4	1.2	+24.0	2.0
Trucks & Tractors	+15.0	0.7	+0.7	0.4
TOTAL AUTOMOTIVE	-20.8	22.0	-5.5	23.8
TOTAL GENERAL AND AUTOMOTIVE	-11.1	100.0	-4.9	100.0

Prepared exclusively for Media/scope by Media Records, Inc.

Households		Population		Total Retail Sales		Total Sales	Per Capita
No. ('000)	% U.S.	No. ('000)	% U.S.	\$ ('000)	% U.S.	\$ ('000)	\$ ('000)

OFF THE PRESS JANUARY 15th
... FOR AGENCIES AND ADVERTISERS

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PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
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AGENCIES

- DECEMBER**
- 4-6: International Labor Press Assn., Carrillon Hotel, Miami Beach, Fla.
- 5: Radio & Television Executives, Time Buying and Selling Seminar, CBS Radio Studios, N.Y.C.
- 6-8: NBC Affiliates, Beverly Hilton Hotel, Beverly Hills, Calif.
- 12: Radio & Television Executives Time Buying and Selling Seminar, CBS Radio Studios, N.Y.C.
- 27-29: American Marketing Assn., The Biltmore, New York.

JANUARY

- 11-13: Arizona Newspapers Assn., Westward Ho Hotel, Phoenix.
- 19-21: Advertising Assn. of the West, Hotel Californian, Fresno.
- 21-24: Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

FEBRUARY

- 1: National Business Publications, State of the Nation Dinner, The Sheraton-Park, Washington.
- 15-17: Minnesota Newspaper Assn., Hotel St. Paul, St. Paul.
- 19: Advertising Executives Seminar, Mar. 2: Columbia University, N. Y.
- 28: National Assn. of Broadcasters, Mar. 1: Presidents of State Broadcasters' Association, Hotel Shoreham, Washington.

MARCH

- 6: New York State Broadcasters Assn., Legislative Dinner, Sheraton Ten Eyck Hotel, Albany.
- 11-15: National Business Publications, Boca Raton Hotel and Club, Boca Raton, Fla.

APRIL

- 1-4: National Assn. of Broadcasters, Conrad Hilton Hotel, Chicago.
- 17-19: International Advertising Assn., World Congress, Sheraton-Chicago Hotel, Chicago.
- 25: Assn. of Industrial Advertisers, Marketing and Advertising Clinic, Hotel Somerset, Boston.
- 26-28: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.
- 28: National Business Publications, May 2: The Castle Harbour, Bermuda.

MAY

- 3-6: American Women in Radio and Television, Sheraton-Chicago Hotel, Chicago.

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
AGENCIES		
Charles J. Allen	John W. Shaw Advertising, Chicago, V.P., Acct. Supv.	John W. Shaw Advertising, Chicago, Exec. V.P.
Norman R. Anderson	John W. Shaw Advertising, Chicago V.P., Acct. Supv.	John W. Shaw Advertising, Chicago, Sr. V.P.
Martin G. Berutti	The Reardon Company, Mktng. Resch. Mgr.	Gardner Advertising, Sr. Resch. Analyst
Chester T. Birch	Dancer-Fitzgerald-Sample, Exec. V.P.	Dancer-Fitzgerald-Sample, President
Russell G. Brown	N. W. Ayer, Chicago, Acct. Supv.	MacManus, John & Adams, Inc., Head, Marketing-Merchandising Division
Stanley Burger	Doyle/Dane/Bernbach, Inc., Senior Buyer	Kudner Agency, Inc., Media Supv.
Abbott Davis	Knox Reeves-Fitzgerald, New Orleans, Broadcast Dir.	Knox Reeves, Minneapolis, Media Supv.
Ben January	Sanders Adv. Agcy., Media and Radio-TV Dir.	Sanders Adv. Agcy., V.P., Media Supv., Acct. Exec.
Julius Joseph, Jr.	Kastor, Hilton, Chesley, Clifford and Atherton, Inc., Media Supv., Acct. Exec.	Maxwell Sackheim-Franklin, Bruck, Inc., V.P., Dir. of Media
Michael E. Keenan	Footo, Cone & Belding, N. Y., Media Buyer	Lennen & Newell, Inc., Asst. Media Dir.
John F. Lenzian	Meldrum and Fewsmith, Cleveland, Asst. Resch. Dir.	Meldrum and Fewsmith, Cleveland Mgr., Mkt. Resch.
Martin Narva	Lennen & Newell, Asst. Media Dir.	Lennen & Newell, Assoc. Media Dir.
Jean Rabsey	Market Research Corp. of America, Client Serv. Exec.	Robert Otto & Co., N. Y., Assoc. Media Dir.
Ferrill T. Robinson	J. F. Productions, Supv. of Broadcasting	Gardner Advertising Co., Media Group Supv.
Bernard Schlossman	Benton & Bowles, Media Buyer	Papert, Koenig & Lois, Media Supv.
Donald W. Severn	Ted Bates & Co., Mgr., Media Relations	Ted Bates & Co., V.P., Mgr., Media Relations
Milton E. Stanson	Hicks & Greist, Merchandising Dir.	Zlowe Co., Inc., V.P., TV and Merchandising
Esty Stowell	Ogilvy, Benson & Mather, Inc., Exec. V.P.	Ogilvy, Benson & Mather, Inc., President
Edwin Trizil	Post & Moor, Inc., Chicago, Mgr., Print and Outdoor Media	Post & Moor, Inc., Chicago, V.P., Mgr., Print, Outdoor Media
ADVERTISERS		
Blaine Cooke	American Oil Co., Chicago, Mgr., Commercial Resch. Div., Mktg. Dept.	Ford Motor Co., Mkt. Resch. Mgr.
William Edgley	Pillsbury Co., Des Plaines, Ill., Head, Central Service Center	Pillsbury Co., Minneapolis, Media Mgr., Grocery Products Div.
William W. Herzog	S. C. Johnson & Son, Inc., Mkt. Resch. Dir.	S. C. Johnson & Son, Inc., Product Mgr., Raid, Off. and Glade Mist.
Jack Jones	Musicasting, Inc., Chicago, V.P., Gen. Mgr.	Mattel, Inc., TV Adv. Mgr.
Jack F. Kerr	McCann-Erickson, L. A., Acct. Supv.	20 Mule Team Dept., United States Borax and Chemical Corp. Dir. of Adv.
Charles A. Mitchell	General Electric Co., Plainville, Conn., Distribution Sls. Mgr.	Dictograph Products, Inc., V.P., Marketing
Nihl L. Moore, Jr.	Union Pump Co., Battle Creek, Mich., Sls. Promotion Mgr.	John Wood Co., Muskegon, Mich., Adv. Mgr., Bennett Pump Div.
Ralph D. Newell	General Electric Co., Milwaukee Mktg. Resch.	General Electric Co., X-Ray Dept., Mgr., Adv. Sls. Promo.
H. D. Wakefield	S. C. Johnson & Son, Inc., Racine, Product Mgr.	S. C. Johnson & Son, Inc., Racine, Asst. Adv. and Merch. Dir.

VIDEODEX NATIONAL RATING ANALYSIS

TOP FIVE PROGRAMS DAILY*

October 10-16, 1961

Show	Rating	Network	Sponsor	Show	Rating	Network	Sponsor				
SUNDAY				2. Dr. Kildare	23.9	NBC	Glenbrook Labs, Warner-Lambert, Colgate, Liggett & Myers				
1. Bonanza	26.6	NBC	Chevrolet	3. Untouchables	22.1	ABC	J. B. Williams, Armour, Beecham, Whitehall, Miles Labs, Alberto Culver				
2. Ed Sullivan	23.4	CBS	Colgate								
3. Disney's World of Color	22.5	NBC	Eastman Kodak								
4. Candid Camera	19.5	CBS	Bristol-Myers								
5. Cor 54	18.9	NBC	Procter & Gamble								
MONDAY				4. Real McCoys	22.0	ABC	Procter & Gamble Ford				
1. Danny Thomas	25.5	CBS	General Foods	5. Hazel	21.6	NBC					
2. Andy Griffith	25.0	CBS	General Foods	FRIDAY							
3. Cheyenne	20.1	ABC	American Tobacco, Mead, Procter & Gamble	1. 77 Sunset Strip	21.5	ABC	R. J. Reynolds, American Home, American Chicle, Beecham				
4. Price Is Right	19.5	NBC	Socony Mobil Whitehall	2. Route 66 3. Rawhide	20.7 19.8	CBS CBS	Philip Morris General Foods, Parliaments, Nabisco				
5. Thriller	18.3	NBC	Max Factor, American Tobacco, Glenbrook Labs, Colgate, Union Carbide					4. Twilight Zone	18.6	CBS	Chesebrough-Pond's, Liggett & Myers
TUESDAY								5. Flintstones	18.3	ABC	R. J. Reynolds, Miles Labs
1. Red Skelton	24.1	CBS	Best Foods	SATURDAY							
2. Alfred Hitchcock	22.2	NBC	Lincoln-Mercury Oldsmobile	1. Perry Mason	26.4	CBS	Colgate, Drackett				
3. Gary Moore	21.9	CBS	Reynolds Metals, American Tobacco	2. Gunsmoke	22.7	CBS	S. C. Johnson, Liggett & Myers				
4. Dick Powell	21.8	NBC	Pillsbury, Beech-Nut, Block Drug, A. C. Sparkplug	3. Have Gun, Will Travel	22.3	CBS	Lever Brothers				
5. Laramie	19.5	NBC		4. Saturday Movie	21.8	NBC	R. J. Reynolds, International Latex, Chemstrand, Maybelline, Union Carbide, Mogen David, Helene Curtis, Leeming, Lanolin Plus, Noxema, Johnson & Johnson				
WEDNESDAY				THURSDAY							
1. Wagon Train	27.5	NBC	Nabisco	1. Sing Along With Mitch	24.7	NBC	R. J. Reynolds, Colgate, Buick				
2. Perry Como	22.6	NBC	Kraft	THURSDAY							
3. Joey Bishop	21.6	NBC	American Tobacco	5. Defenders	21.6	CBS	Brown & Williamson, Lever Brothers				
4. Naked City	20.2	ABC	Brown & Williamson, Bristol-Myers, Beecham, American Chicle, Speidel								
5. Circle Theatre	18.5	CBS	Armstrong Cork								

*Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.
It is a measure of audience.

TV's Favorite 15 Evening Programs as Measured by TvQ

October 1961 (all terms in percentages)

Rank	Program	Network	Total U.S.A.		East		Midwest		South		Far West	
			Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ
1	Andy Griffith Show	CBS	68	44	59	29	69	48	80	51	64	42
1	Sat. Night Movies	NBC	31	44	31	44	30	44	35	44	29	45
3	Bonanza	NBC	77	43	72	38	73	43	82	47	81	43
3	Walt Disney World of Color	NBC	54	43	53	42	54	46	53	38	61	46
3	Red Skelton	CBS	85	43	79	40	87	49	89	45	85	35
3	Sing Along With Mitch	NBC	59	43	70	50	57	43	56	35	49	41
7	Gunsmoke	CBS	86	42	80	35	86	44	90	48	86	37
8	Flintstones	ABC	71	41	68	43	74	42	68	39	77	38
8	Perry Mason	CBS	80	41	79	40	80	41	82	41	84	41
8	Real McCoys	ABC	86	41	78	35	89	39	89	48	87	39
8	Wagon Train	NBC	89	41	84	33	87	40	93	48	91	42
12	Marshall Dillon	CBS	65	39	56	35	69	41	69	43	67	33
13	CBS Reports	CBS	58	38	59	36	57	33	62	41	55	44
13	Hazel	NBC	24	38	28	40	24	42	23	34	17	32
13	My Three Sons	ABC	71	38	69	32	75	43	70	34	71	44

Familiarity: The proportion of respondents with any opinion about a program. This measures the awareness of the program.
TvQ Score: A qualitative measurement of the degree of enthusiasm for a program. This score is determined by dividing the per cent saying that a show is "one of my favorites" by the per cent to whom the show is familiar.
TvQ, a division of Home Testing Institute, measures the intrinsic appeal of programs — not the size of the audience. **It is a measure of preference.**

WTRF-TV STORY BOARD



"Seven Sells!"

NOW WE KNOW! Alcohol, they say, was first distilled in Arabia. That's probably why we've heard so much about those nights!

Wheeling wtrf-tv
RIDER'S DIGEST! Fashions inspire more men to show gallantry. Since gals have been wearing short skirts, men are letting them get on the bus first!

wtrf-tv Wheeling
IF YOUR WIFE wants to drive, don't stand in her way!

Wheeling wtrf-tv
TESTING! A fellow walked into the assayer's office in a small mining town and plopped down two big chunks of gold in front of the startled clerk. "Well, don't just stand there," he said, "assay something!"

wtrf-tv Wheeling
MONEY FUNNY? What is fifty female pigs and fifty male deers? It adds up . . . one hundred sows-and-bucks!

Wheeling wtrf-tv
PRISON TALK! "No wonder he's so popular, he's the lifer of the party!"

wtrf-tv Wheeling
NO JUSTICE in this world or occasionally people would be permitted to fly over pigeons!

Wheeling wtrf-tv
VP BOB FERGUSON says that the only foreign entanglement that intrigues him is a plate of spaghetti!

wtrf-tv Wheeling
SELL THE RICH Wheeling-Stuebenville Industrial Ohio Valley from Wheeling. WTRF-TV does a selling job for 7,500 retail outlets ringing up 134 billion dollars in retail sales annually. Getting your share of the Wheeling Market? George P. Hollingbery will arrange it!

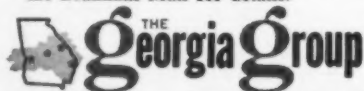
CHANNEL SEVEN NB WC WHEELING, WEST VIRGINIA



Why settle for half?

YOU NEED ALL OF GEORGIA, TOO!


But you can't get it with one newspaper reaching only half the state. Buy Atlanta and the Georgia Group—Augusta, Columbus, Macon, Savannah—and get effective coverage in areas having 85% of Georgia's people, 87% of its spendable income. Call the Branham Man for details.



AUGUSTA Chronicle and Herald • MACON Telegraph and News
COLUMBUS Ledger and Enquirer • SAVANNAH News and Press
Represented nationally by THE BRANHAM COMPANY

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more time reading
Media/scope than any
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advertising trade press**

* Based on June 1961 Study of the SRDS
National Panel of Media Buyers. See
your Media/scope Representative for
all the details.

Media/scope

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Automation and the Agencies

One media director who is in an excellent position to know says that he believes there is a lot of blue sky in current speculations about how automation will solve many of the difficult problems of media buying. One cannot but feel, however, that the technical barriers will one day be broken through, bringing vast changes to the function in advertising agencies.

Automation is not new in agencies, of course, for its history goes back at least a half-dozen years. Machines have most generally been used in accounting procedures, and include such functions as newspaper, television, radio, and production billing and paying. The next most general use is to help the media department in estimating media schedules and preparing insertion orders.

Young & Rubicam describes, for instance, its computer center's function in finding the cost of a proposed newspaper schedule in 100 markets . . . "Univac will search through its store of information to find the line cost of each paper — adjust this figure to the client's contract rate — multiply this sum by the proposed lineage, subtract the 2 per cent cash discount and the agency's commission, and give the total figure for the complete schedule — in minutes . . . If the schedule is approved by the client, this same information can be printed onto regulation insertion order forms by the high speed printing unit complete with the publication's address and any special instructions that apply — all at the breathless rate of 60 insertion orders a minute!"

The area of most advanced usage moves from the processing of research data or the compilation of marketing information to problems of media selection. It is in the last area that Batten, Barton, Durstine & Osborn says it has made a break-through. Its formula, which it described at the recent AAAA Eastern conference in New York, is said to make possible the construction of the most efficient media schedule for a given advertising appropriation. This consists, essentially, of selecting by electronic means the best schedule out of a variety of possibilities.

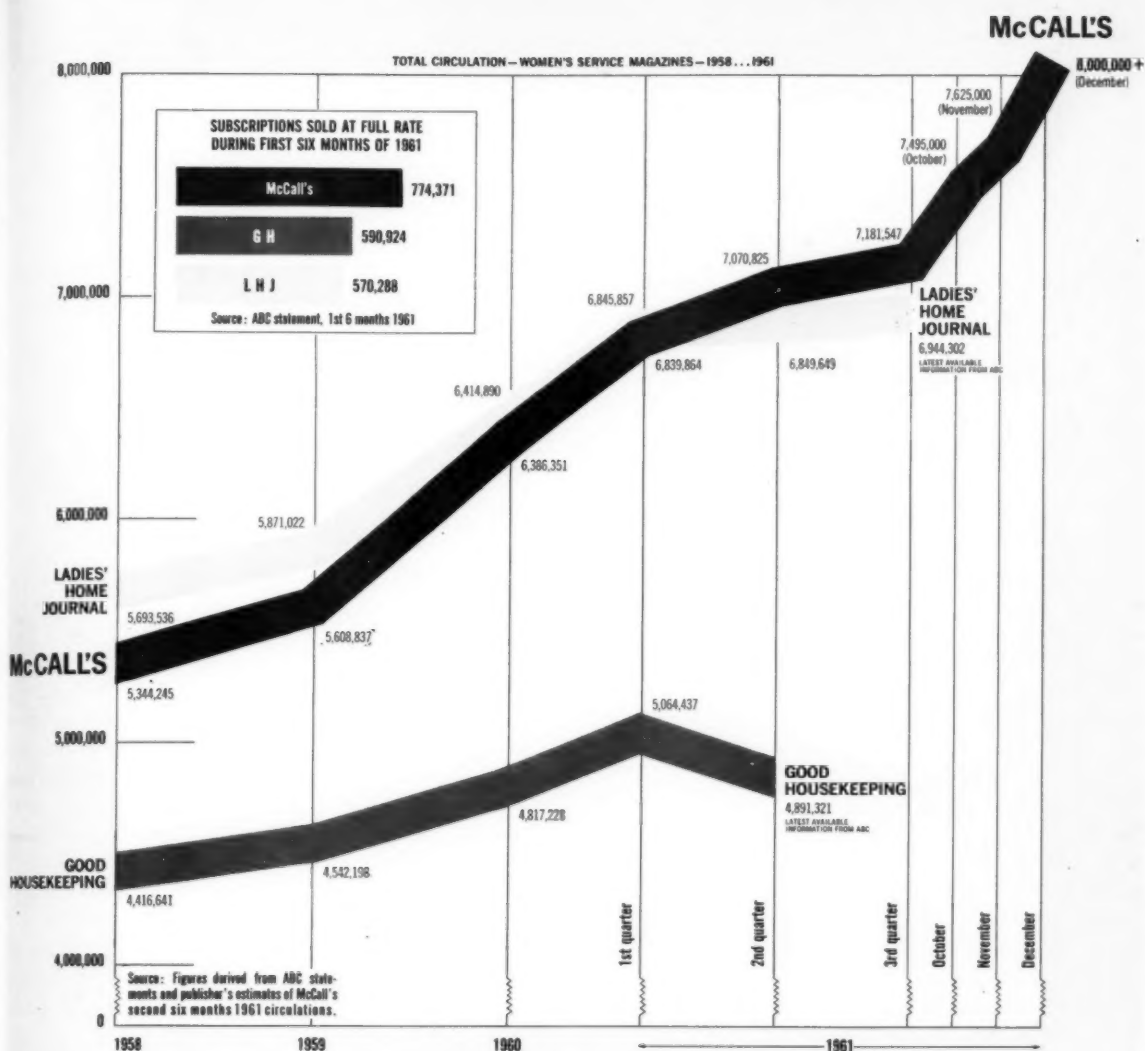
It has been observed that computers are fast but dumb. The machines currently used cannot think, all they can do is to utilize and combine data which have been organized for them into a special code. This code is called machine language, and therein lies the rub. It is a new language for agencies to master, and sometimes it entails concepts that, while not new to mathematics or the physical sciences, are sometimes new to agency media departments. They include *experimental design*, *mathematical model*, *linear programing*, *statistical decision theory*, and even *operations research*. MEDIA/SCOPE will attempt to define these terms for its readers in next month's issue.

Another aspect of automation is that the agencies do not necessarily have to install machinery to perform all these tasks. There are independent computing firms that offer to do some of it for them. How such firms can help agencies (and how agencies can use automation) is described elsewhere in this issue in "Wenig Describes Better Media Planning With Use Of Computers."

Moreover, three new services have recently offered to take the heavy burden of spot broadcast estimating and billing paperwork from the shoulders of agencies and stations.

One of them is an SRDS subsidiary, Broadcast Billing Company. Others are called Central Media Bureau and Broadcast Clearing House.

There is no doubt that automation will make agencies more efficient, but may it not create a certain amount of technological unemployment, just as it has done elsewhere in American industry? If, as had been asserted, a computer can work out in 10 minutes a media problem that now takes 10 weeks to complete, what happens to the persons who were working 10 weeks? That they will be released for "creative media planning and buying" is the hopeful solution, but if so, it constitutes a challenge to the creativity of some buyers who may have been engaged in rather routine tasks in the past.



GROWTH!

If there were ever any doubts about the impact of editorial excitement on the minds and actions of readers, McCall's has shattered all illusions. Tradition is out. Vitality is in. See for yourself how McCall's total circulation has grown over the past four years. Compare.

In newsstand sales: comparing newsstand sales during the first six months of 1958 with newsstand sales in the first six months of 1961, McCall's shows a gain of 21.3%, the Journal a gain of 16.2% and Good Housekeeping has fallen off by 1.7%.

In full-rate subscriptions: in the first six months of 1961 McCall's

leads the field in full-rate subscriptions sold—36% more than the Journal, 31% more than Good Housekeeping.

Advertisers, too, are recognizing the dynamic values of McCall's editorial appeal. During the first eleven months of 1961 advertisers invested an estimated \$35,000,000 in McCall's (an increase of 22.2% over the same 1960 period) compared with an estimated \$25,000,000 in the Journal (a decrease of 4.7%) and an estimated \$19,600,000 in Good Housekeeping (a decrease of 7.9%).

McCall's

No matter how you measure growth, it's McCall's all the way.

First Magazine for Women • First in Circulation • First in Advertising

the river is getting lower all the time

In 1956, The New Yorker asked advertisers and agencies to help eliminate superlatives and exaggerations from their New Yorker advertisements. The plea for believability was made in a booklet called, "Don't Raise the Bridge, Boys . . .



Lower the River." It offered statistics on unbelievable statements culled from New Yorker advertisements in the first six months of 1955. Five years later, the count was taken again. It showed a reduction of 70%. Thanks for your help.

The New Yorker, No. 25 West 43rd Street, New York 36, N. Y. • Other Advertising Offices: Chicago, San Francisco, Los Angeles, Atlanta, London

	first 6 months, 1955	first 6 months, 1961
"finest"	312	103
"world's best"	281	79
"America's only"	58	13
other improbable nonsense	47	11
total unbelievable statements	698	206

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